
Subaru dealership in Cherry Hill NJ sells 48 cars in 60 days using DYNALOG™



“Out of 298 total cars sold,
48 sales are from the Dynalog.”

Market Challenge

- Increase lead generation of qualified buyers
- Grow local market penetration
- Convert more prospects to sales



Solution

➔ Phase 1

Add Mobile SMS Text feature to Subaru's current advertising program:

Potential customers were presented the ability to receive a “Subaru Specials Catalog” (Dynalog™) of the latest dealership specials **directly to their mobile phones.**

Each advertisement included the ability to text a code to receive these specials. The goal was to get qualified leads of potential car buyers.

The leads were then automatically integrated into Subaru's CRM for immediate contact.

SMS Text ads were placed in:

- Window stickers on loaner cars
- Printed banners (showcased inside the dealership)
- Radio ads (added SMS/text option)



➤ Phase 2

Targeted Emails featuring Subaru's Dynalog were sent to 50,000 local intender car buyers:

Potential customers were emailed a “Subaru Specials Catalog” (Dynalog™) of the latest dealership specials.

This Dynalog included special incentives for purchase and lease, and then showcased each vehicle by model. Each vehicle was highlighted with basic info (year, price, miles, options, etc.) and then linked directly to its own corresponding VDP product page.

The emails had the following results:

- Two monthly emails were completed averaging an 11.2% open rate
- One week following each email, a followup email was also delivered to the original openers



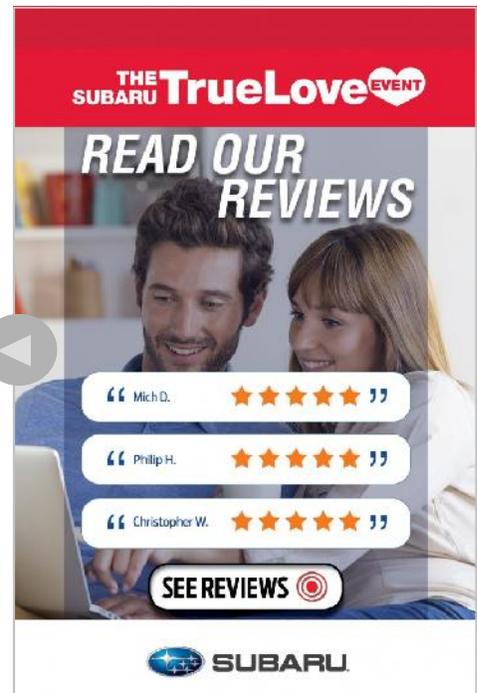
Outcome

In a 60 day initial campaign, the Cherry Hill Subaru dealership obtained the following overall results:

- 46 SMS Opt-In Cell Phone Leads
- 3063 Sessions in Google Analytics
- 18% Bounce Rate
- 9.28 Pages/Session
- **48 Additional Cars Sold**

The customer engagement metrics of this campaign were higher than any other campaign being run.

Subaru is now expanding its use of the Dynalog with internal email campaigns to current customers, additional SMS Text promotions, and targeted use of the Dynalog on its website and mobile advertising.



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