

**Case study**

**Client: Mercedes-Benz Passenger Cars**



**The brief**

Main dealers were losing out on servicing revenue to an increasing number of independent 'specialist' dealerships.

Dealerships needed to reconnect with lapsed customers and reverse the trend.

**What we did**

We delivered a direct marketing campaign using the Xerox iGen3.

Innovative personalised print that really stood out.

The pack was sent to lapsed and targeted prospective customers, containing a 'cash back' cheque.

We also explained the reasons why man dealer servicing enhanced the re-sale value of their car.

**The results**

**The response rate was 18%. The sales conversion rate was 6%.**

To see what we could do for you, please call Steve on 07974 179899 or email [steve@bemorecheetah.com](mailto:steve@bemorecheetah.com)

[www.bemorecheetah.com](http://www.bemorecheetah.com)