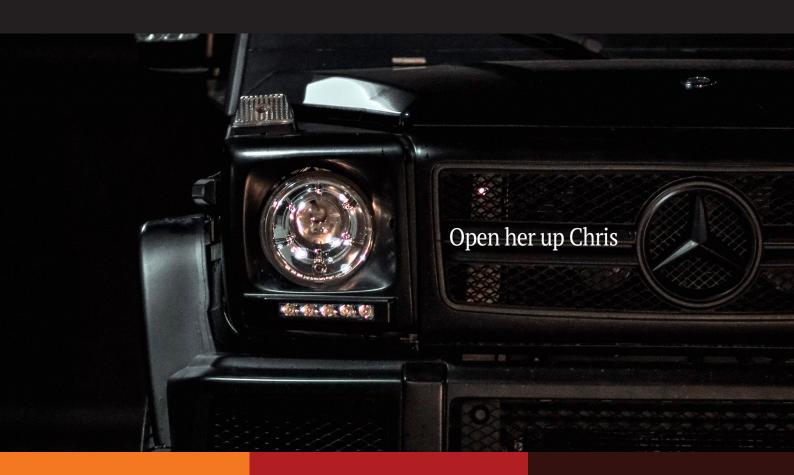




Case studyClient: Mercedes-Benz Passenger Cars



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

www.bemorecheetah.com