

Promotional Gift Card Campaigns



Celebrate old friendships and create new ones with Promotional Gift Cards!

Give customers and prospects a reason to visit your dealership with our Promotional Gift Card campaign, completely customized to drive traffic to your service and sales departments. A great way to:

1. Win Back Lost Customers
2. Save Recently Lapsed Customers
3. Invite New Customers to Visit Your Store



Important Program Details

- First Class 5"×7" Enveloped Mailer with Gift Card
- Three (3) emails: Announcement email followed up with 2 emails over a 4 week period
- ROI reporting (DMS access required)
- One card per household, good toward any vehicle
- In-store cards for in-person handout: Additional cards are available for \$1 each (minimum quantity of 100)
- Minimum Order Quantity: 2,000
- New or Returning Clients may be required to pay "Setup Fee"
- Does not include Call Center Services – all inbound inquiries go to dealer
- Dealer must provide vector-based logo or branding will simply be the dealer name in type.
- Default card amount of \$30, but the amount is up to you. You decide how big your gift will be!

Pricing (minimum 2,000)

2,000-4,999	\$2.29 each
5,000-9,999	\$2.09 each
10,000+	\$1.89 each

Promotional pricing expires 1/15/2019



Gift Card ROI: Toyota of Orange

Toyota of Orange is an outstanding dealership that thrives on delivering exceptional service, which makes them one of the most successful Toyota dealerships in the nation. It's not just about "common" courtesy, but, rather, "UNcommon" courtesy that takes center stage whenever consumers come to their dealership. For the 2018 Spring Shopping Season, Toyota of Orange turned to Recall Masters to orchestrate a campaign that would help them retain their existing customers and appeal to lost customers who had not been back to the dealership in at least 12 months.

A \$25 Gift Card for Toyota of Orange was mailed to **4,980 households** first class and also included a supply for in-store use that the dealership staff could distribute at select times. The campaign targeted in-store customers and lost customers. Not surprisingly, the Toyota of Orange staff distributed the cards generously to customers who were looking to offset Service Department repair costs, came in for a test drive or upset about a particular experience.

The results? The numbers speak for themselves! There's no question that the Toyota of Orange campaign transformed their approach to customer retention. The only outstanding question is what the program can do for your dealership.



Campaign Response:

46% Total Unique Response Rate
14% of these Lost Customers came back for a second visit within 3 months



Service Revenue

\$598,432 Service Revenue (\$311,558 after \$25 gift card discount)
2,612 Total R.O.s (Warranty & C/P)
\$85,216 Warranty
\$513,216 Customer Pay
\$229 Average RO Sales



Vehicle Sales Revenue

73 Vehicle Sales
48 vehicle sales to lost customers (12+ months)
21 vehicle sales after first service
\$109,500 Vehicle Sales Profit

** program results may vary*

