

# Promotional Gift Card Campaigns



## Celebrate old friendships and create new ones!

Show your valued customers that you appreciate them. Use our customized Gift Card Campaign to invite every BMW owner in your neighborhood to visit your sales showroom and service center. A great way to:

- Win Back Lost Customers
- Secure those who Just Fell Out of Warranty
- Invite New Customers to Visit Your Store
- Increase Customer Pay Revenue
- Increase Your Service Effectiveness



### 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
- 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
- No "Setup Fee" for active BMW clients.
- 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!
- Average customer spends **10X** the amount indicated on the card.

#### Pricing (minimum 2,000)

2,000-4,999	\$1.79 each + postage: \$0.55 each
5,000-9,999	\$1.59 each + postage: \$0.55 each
10,000+	\$1.39 each + postage: \$0.55 each

Promotional pricing expires 6/15/2019





## Gift Card ROI: California Import Dealership

This particular client of Recall Masters is an outstanding dealership that thrives on delivering exceptional service, which makes them one of the most successful 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, this import dealership 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 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, dealership staff also 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 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*

