

Retention Gift Card Campaigns



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

Give customers and prospects a reason to visit your dealership with our personalized Seasonal Gift Card campaign, completely customized to drive traffic to your service and sales departments year round! A great way to:

- Win Back Lost Customers
- Save Recently Lapsed Customers
- Invite New Customers to Visit Your Store



Important Program Details

- First class 5"×7" enveloped mailer with gift card
- Four (4) emails: Announcement email followed up with 3 emails over a 8-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: 2,500
- 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 2,500)

2,500-4,999	\$2.09 each*
5,000-9,999	\$1.99 each*
10,000-14,999	\$1.79 each*
15,000+	\$1.59 each*

* Plus First Class postage at \$0.55 each + optional prospect data. Pricing valid until 11/01/2019.

