

# R+ Holiday Gift Card Campaigns



ACQUIRE NEW CUSTOMERS.  
RECAPTURE INACTIVE CUSTOMERS.  
RETAIN EXISTING CUSTOMERS!

## A Winning Hand for Dealers!

R+ will unleash a customized gift card campaign for your Service, Sales and/or Parts Departments - acquire new customers, reinvigorate relationships with inactive customers and retain existing customers.

Our “digital forensics” process scrubs your data to provide purified up-to-date vehicle ownership information, reducing waste and increasing market opportunity.

### Multi-Channel Touchpoint Campaign Cadence:



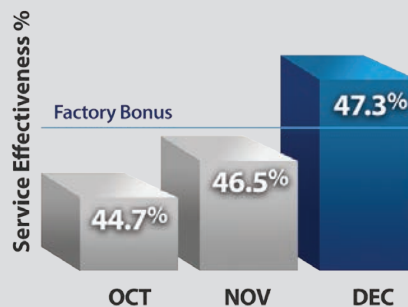
### ROI Success: Herb Chambers BMW Hits Factory Bonus

*The R+ campaign increased our Service Effectiveness rating to the highest of any BMW Center across North America. The data cleansing and digital forensics process is phenomenal. I love you guys.*



**Matt Krappe**  
Service Director  
Herb Chambers BMW of Boston

In October 2019, a R+ Service Effectiveness campaign was launched, targeting **8,000** inactive and conquest customers. Over the 3 months of the campaign, the Service Effectiveness Rating increased **3%**.



**Response Rate 17%**  
Inactive and Conquest Customers Only

**Vehicle Sales 27**  
Dual-Purpose Campaigns To Drive Revenue

**ROI 18:1**  
Exclusively Reserve Your Market Area



### R+ Delivers Unparalleled ROI

- Revives relationships with your lost & inactive customers
- Invites prospective customers to visit your dealership
- Encourages existing customers to remain loyal
- On average, consumers who redeem spend 10X card value

### Customized for Your Dealership... Personalized for Your Customer

- Dealership determines card value & expiration date
- High-quality card embossed with customer's name
- Faux credit card chip reduces disposal and drives usage



### Recall Department Webpage, Emails & QR Code Increase Website Traffic

- Offer additional specials and other promotions
- Push more traffic to Recall Department Webpage (RDWP) for lead capture
- Promote vehicle sales, test drives and other upsell opportunities

### Important Program Details

- First-class 5"x7" enveloped mailer with gift card.
- Four (4) emails: Announcement email followed up with 3 emails over campaign period.
- All R+ calls routed to our call center and retrieved with dealer-branded greeting.
- ROI reporting (DMS access required)
- One transaction per card, good toward any vehicle of dealer's make.
- Minimum order quantity: 2,500
- New or returning clients may be required to pay "Activation Fee".
- Includes Call Center services for inbound phone inquiries generated by R+ campaign (card holder and emails).
- Includes Recall Department Webpage. Please speak to your Recall Masters representative to inquire about Call Center services.
- Default card amount of \$30, but the amount is up to you. You decide how big your gift will be!



Card art displayed is based on concept art for sales and marketing purposes only and is not commercially-released product.