

## Matt Bowers Chrysler Dodge Jeep RAM

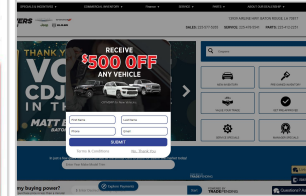
Matt Bowers Chrysler Dodge Jeep RAM is a high-volume dealer located in Southeast Louisiana and they are currently the #1 CDJ dealership in the Baton Rouge & New Orleans Metro area. Purchased in December 2020 and placed in the heart of Louisiana's Capital, this location has established a name and reputation over the last three years.

### CAMPAIGN GOALS

1. Continue building a first party database by identifying active shoppers that would without Recapture, remain anonymous.
2. Acquire late model trade-ins from the active shippers using a dynamic purchase conversion offer that is only served to Recapture prospects after returning to the website from the solutions marketing.
3. Increase new customer sales volume without conquesting.

### RESULTS

After 3 years of Recapture, the solution continues to show up for Matt Bowers Chrysler Dodge Jeep RAM with amazing results. Recapture was able to generate over 1,600 active shopper leads between offer redemptions, phone calls, walk-ins, and BDC appointments. 208 Recapture leads turned into sales, of which 141 prospects not only purchased but sold a late model trade back to the dealership. This brought 268 total Recapture sales in 2023!



**94%**  
NET NEW  
CUSTOMERS

**268**  
SALES

**13%**  
LEAD CLOSE

**237**  
NET NEW  
CUSTOMERS