



Subaru Fort Walton Beach

Fort Walton Beach, FL

CHALLENGES

Subaru of Ft Walton faced a significant challenge – low lead volume and a desire to enhance both the quantity and quality of leads from their website. The goal was not just to attract more potential customers but also to improve the overall closing rate of these leads. The dealership needed a strategic solution to revitalize their lead generation and increase the chances of converting these leads into loyal customers.

SOLUTION

In search of an effective solution, Subaru of Ft Walton turned to Wedrive's Recapture program. Recognized as the industry's premier lead reanimation tool, Recapture specializes in identifying website visitors who did not convert on their first visit. The program strategically places these potential customers into an automated marketing funnel, ensuring they receive a series of targeted emails and personalized direct mail to rekindle their interest in Subaru vehicles.

CAMPAIGN DETAILS

The automated marketing funnel employed by Recapture is designed to nurture leads, providing them with valuable information, promotions, and incentives to encourage them to take the next step in the car-buying journey. This personalized approach aims to create a lasting impression and build a connection with the potential customers.



90-Day Results:



Active Shopper Profiles Generated



30.23% Close Rate from Form Fill To Customer





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RESULTS

The implementation of Wedrive's Recapture program yielded impressive results for Subaru of Ft Walton. The lead volume saw a significant increase, providing the dealership with a larger pool of potential customers to engage with. More importantly, the closing rate of these leads reached an outstanding 30%, surpassing the dealership's expectations.

Marlene, the Store Director, enthusiastically stated that Recapture has become Subaru of Ft Walton's highest converting lead source. The personalized approach and strategic nurturing provided by Recapture played a pivotal role in turning hesitant website visitors into satisfied Subaru owners.

TESTIMONIAL

"In my opinion, the best feature of the recapture is giving us the opportunity to re-address prospects that in the past may not have been handled properly or were possibly turned off by simple objections. Without this tool, we would have no opportunity to address the client knowing that we still have the opportunity to close them. Excellent tool, if the process is handled correctly."

– Cory Johnson | Internet Sales Manager



90-Day Results:

52
SALES

35
TRADE-INS

49
NET NEW CUSTOMERS

\$179.15
COST PER SALE