



# Toyota Dealer

Toyota dealership in East Central Mississippi region that is performing over district and regional metrics, with above 80% of their customer base considered active customers.

## CAMPAIGN GOALS

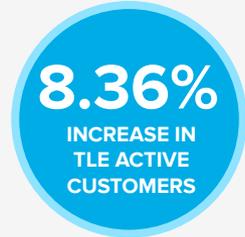
Dealer is looking to increase their percentage of active customers and get inactive customers to flip to active. Ultimately, they are looking to boost customer loyalty and retention.

## CAMPAIGN DETAILS

This store is currently running direct mail with GSM. They are running a full-color templated postcard mailer targeting ToyotaCare customers and a full-color templated bi-fold mailer targeting Toyota TLE Risk, Inactive, and Other (Used vehicles in store PMA) list customers. These are targeted towards customers using the Toyota Loyalty & Engagement metrics, but can be targeted towards DMS customers as well.



From December 2022 to November 2023



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