



Honda Dealer

Northeast - New Jersey

CHALLENGES

This New Jersey dealer wanted to improve customer retention and customer pay repair orders.

CAMPAIGN GOALS

- Target vehicles with over 90,000 in mileage
- Retain customers who have visited and returned 8-24 months after their last service date

SOLUTION

Exclusive MVP MyMailer with a targeted audience, a custom radius of 8-24 months, and aggressive offers. We recommended our MVP high mileage vehicle mailer.

RESULTS

We helped this Honda dealership generate an average repair order of \$424 and a consistent 8% response rate.

