

LOST CUSTOMER POSTCARDS

The Lost Customer Postcard program is a Traffic Builders Proven **System** that allows a dealership to target inactive customers and to recapture their business using a specific message and incentive.

Impact

Lost customers are not lost causes. Strategically executed win-back programs can be a great source of increased revenue for a dealership. Marketing studies have shown that there is a 20-40% chance of reselling to lost customers versus the 5-20% success rate of selling to brand-new customers. Our Lost Customer Postcard program supports a strong win-back proposition, by providing a cost-effective way to target defecting customers.

Details

We will utilize your service history to identify inactive customers. Whether the defection starts after 6 months or after 12 months, this full-color postcard uses a targeted message and offer designed to recapture lost customers. We offer postcards of various sizes - 11" x 6", 8.5" x 5.5" or 6" x 4.25" - depending on the type of impact, space and offer you want to extend.

Measurable Results

Typical returns for a Lost Customer Postcard campaign show a recapture rate of 2-5% of your lost customers, while averaging an increase of over \$200 per Repair Order.