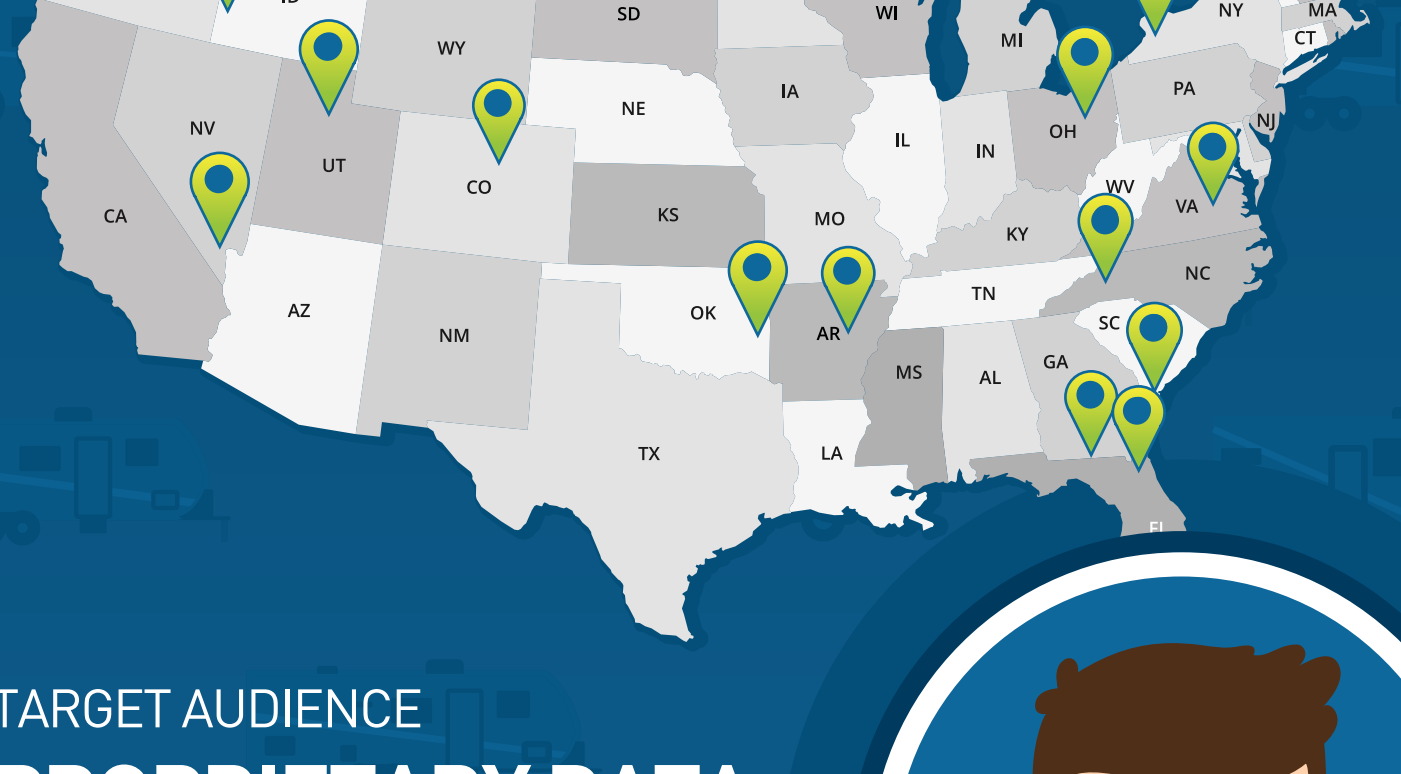




How 16 Stores Quickly GROSSED OVER \$9 MILLION

MARKETING OBJECTIVE
Target RV owners not in current database

16 RV Dealerships



TARGET AUDIENCE
PROPRIETARY DATA SET OF RV OWNERS

100% CONQUEST LIST



1



2



3



CREATIVE STRATEGY
A-B TESTING WITH THREE DIFFERENT CREATIVE CONCEPTS ON THE FIRST SIX STORES
 WINNING CONCEPT USED TO MARKET TO THE REMAINING 10 RV DEALERSHIPS.

BEST PERFORMING CREATIVE

8 Page Magazine
 10.5" x 14" Delivered Size
 Variable Printing
 Full Color

NUMBER OF MAILERS SENT: 189,000
 ALL 16 STORES

NUMBER OF LEADS 6,876

Collected full name, address, email, and mobile numbers

3.6% RESPONSE RATE

INSIGHT

Would you be interested in selling us your RV?

1073 YES

1449 YES

Would you be interested in purchasing an RV?

Would you be interested in getting prequalified for a loan?

467 YES

584 YES

Would you be interested in hearing about warranty options for your RV?

RESULTS

229 RVs SOLD

173 NEW

56 USED

166 FIRST TIME CUSTOMERS

\$9,123,161

TOTAL GROSS REVENUE

NEW

USED

<input type="checkbox"/> New RVs Sold	\$6,656,749
<input checked="" type="checkbox"/> Used RVs Sold	\$1,976,284
<input type="checkbox"/> Merchandise	\$440,069
<input type="checkbox"/> Service	\$50,059



DirectMail.io

Call Today For A Free Demo

504-410-5662