

MAILER:

Mercedes-Benz of Monterey

OBJECTIVE:

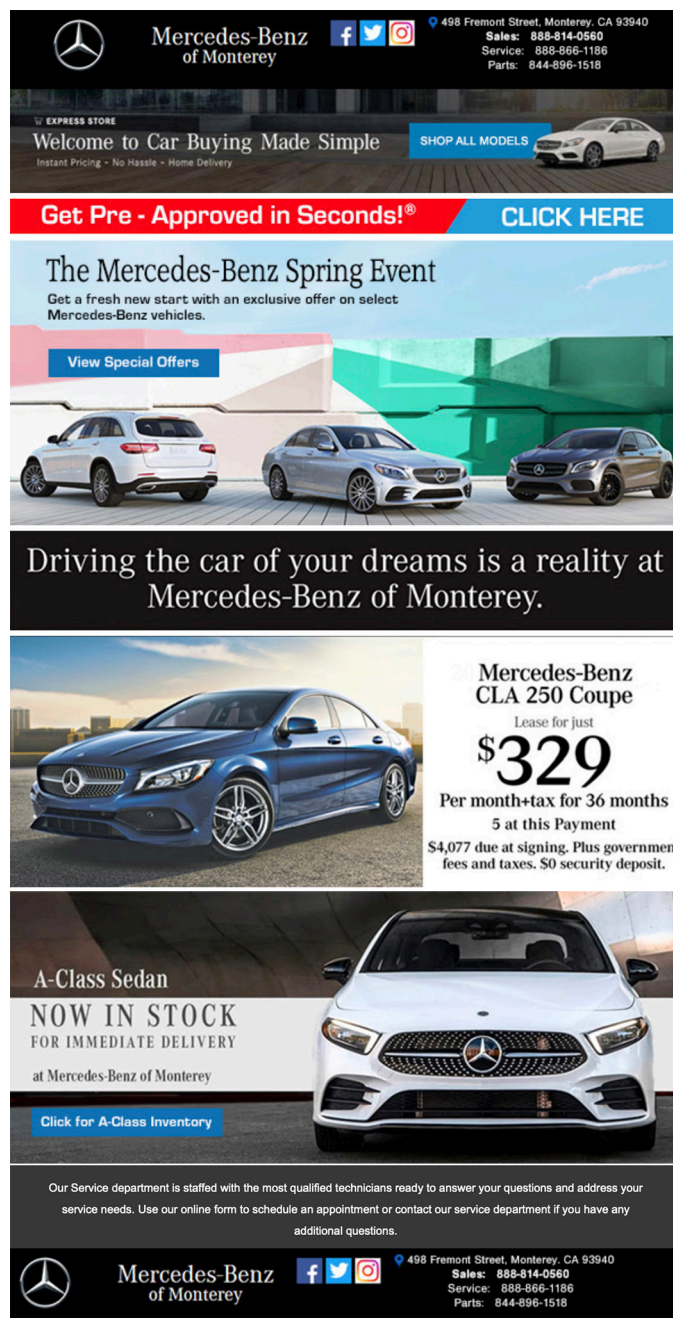
Mercedes-Benz of Monterey faced the challenge of promoting the Mercedes-Benz Spring Sale Event and increasing sales of the luxury automobiles.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that targeted affluent consumers who regularly purchase luxury items including cars. eTargetMedia strategically targeted Luxury Auto Buyers, Mercedes-Benz Intenders and All Auto Intenders who were currently shopping for a new luxury vehicle. The email campaign was geo-targeted to Monterey and surrounding cities including Santa Cruz, Santa Clara, San Benito and San Luis Obispo County in California. The creative was designed to feature the Mercedes-Benz Spring Sale Event and included special offers on a number of Mercedes-Benz cars and SUVs. The creative also featured strong call to actions to view more special offers and click to search inventory.

OUTCOME:

The email marketing campaign was a big success and helped Mercedes-Benz of Monterey to increase awareness of the spring sale. The campaign delivered a high open rate and a very strong click through rate and helped to increase customer visits to the car dealership.



The email campaign creative for Mercedes-Benz of Monterey features a dark header with the dealership logo, name, and contact information. The main body includes a 'Welcome to Car Buying Made Simple' banner, a 'Get Pre-Approved in Seconds!' call to action, and a section for 'The Mercedes-Benz Spring Event' with a 'View Special Offers' button. Below this, three cars are displayed. A large section features a blue Mercedes-Benz CLA 250 Coupe with a lease offer of \$329 per month. The bottom section highlights an 'A-Class Sedan' that is 'NOW IN STOCK FOR IMMEDIATE DELIVERY' with a 'Click for A-Class Inventory' button. The footer includes service information and contact details.

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