

Personalization Software for Marketers



Chrysler Group, LLC

About Chrysler

- · www.chrysler.com
- · Detroit, MI
- Sold over 2.2 million cars in 2012

Goals

- Contact over 1,600,000 new and existing customers multiple times via multiple channels
- Move customers exiting leases into a purchase
- Generate repeat purchases for in market owners
- Integrate and welcome new vehicle owners to foster a brand relationship with the new owners

Approach

- BBDO Detroit retained Boingnet to develop, host and integrate personalized URL microsites of up to 12 pages with over 40 variable elements across 3 brands.
- Boingnet generated pURL addresses and personal QR Codes delivered to new/existing customers in print and email, driving customers to the microsites.
- \bullet Boingnet developed "Interactive Scratch & Win" game to drive repeat brand connection.

Results

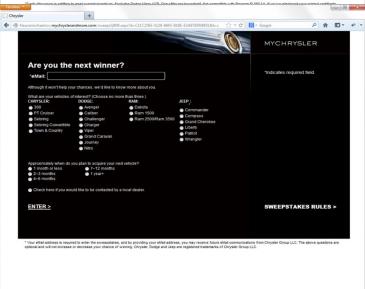
- Boingnet built, hosted and started 12 month campaign in less than 3 months.
- One microsite with nightly data uploads from Chrysler internal CRM delivered vastly different brand experiences, while integrating local dealer pages19.28% response rate to postcards
- 4 quarterly campaigns over Jeep, Dodge and Chrysler brands yielded 8-12% response rates

Case Study | Automotive National Brand/Local Dealer

Chrysler Group and BBDO Detroit retained Boingnet to build, host and run multi-channel campaigns designed to communicate with 1.6 million existing and new Chrysler, Jeep and Dodge owners over the course of a year. The campaigns generated over 15,000 test drives, 110,000 responses indicating new car interest and rise in accessory and service sales.

BBDO Detroit, on behalf of Chrysler, approached Boinget with an idea: create a new "Owner Communication Campaign" for the Chrysler, Jeep and Dodge brands of the Chrysler family with a single personalized URL microsite serving as the centerpiece of their multi-channel strategy. The campaign was to be executed at multiple stages of the purchase/repurchase cycle, and across print, the web and email 3 goals in mind:





1.) Entice existing Chrysler customers at the end of their leases to move into a new purchased vehicle. 2.) Generate repeate purchases for existing owners in the market for a new car. 3.) Integrate and welcome new vehicle owners as a way of fostering the brand and dealer relationships with new owners. With nothing other than a nightly file transfer from the CRM system from Chrysler IT, Boingnet was able to build, test, host and run the year long, 4 part campaign in less than 3 months from project start.



Personalization Software for Marketers



About Chrysler

- · www.chrysler.com
- Detroit, MI
- Sold over 2.2 million cars in 2012

Goals

- Contact over 2,200,000 new and existing customers multiple times via multiple channels
- Move customers exiting leases into a purchase
- Generate repeat purchases for in market owners
- Integrate and welcome new vehicle owners to foster a brand relationship with the new owners

Approach

- BBDO Detroit retained Boingnet to develop, host and integrate personalized URL microsites of up to 12 pages with over 40 variable elements across 3 brands.
- Boingnet generated pURL addresses and personal QR Codes delivered to new/existing customers in print and email, driving customers to the microsites.
- Boingnet developed Flash® based "Scratch & Win" game to drive repeat brand connection.

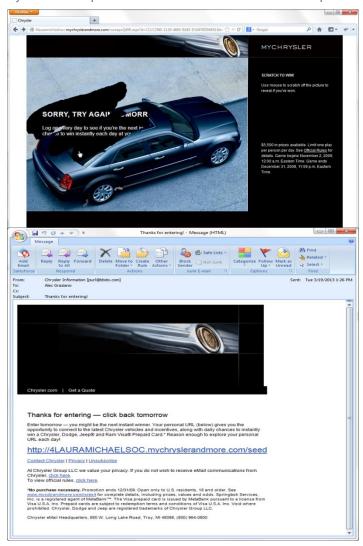
Results

- Boingnet built, hosted and started 12 month campaign in less than 3 months.
- One microsite with nightly data uploads from Chrysler internal CRM delivered vastly different brand experiences, while integrating local dealer pages19.28% response rate to postcards
- 4 quarterly campaigns over Jeep, Dodge and Chrysler brands yielded 8-12% response rates

Case Study | Automotive National Brand/Local Dealer

Chrysler Group and BBDO Detroit retained Boingnet to build, host and run a multi-channel campaign designed to communicate with over 1.6 million existing and new Chrysler, Jeep and Dodge owners and lessees over the course of a year.

Critical to the effort was a special, "Interactive Scratch & Win" landing page developed for the campaign. Chrysler brand managers noted via the integrated, detailed Boingnet Analytics that "up to 5,000 customers per day were **re-visting** the scratch & win page daily" which Chrysler believed "drove deep brand stickiness that we weren't anticipating". Using Boingnet's integrated drip markeiting personalized email marketing capabilities, Chrysler sent out personalized emails to each direct mail recipient 2 weeks after the intial



mailings. The result was "that campaign conversion jumped 2-3% each time we dripped a reminder to visit the pURL microsite" according to BBDO.

With a portion of the homepage for the campaign reserved for local dealers, Chrysler was able to drive increased accessory sales – each owner saw personalized items that fit their car. Additionally, local dealers were able to add unique service specials via coupons that brought incremental service sales to each participating dealer. **Boingnet Analytics** that tracked open

and click data was made available to Chrysler, BBDO and local dealers (to know who's coming in for test drives). All in all, the Boingnet campaign was a "huge success" according to Chrysler representatives.