



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.
- 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 pages 19.28% 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 Boingnet 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 repeat 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.

The screenshot shows a personalized microsite for a user named Laura. The header reads "MYCHRYSLER". Below the header, it says "Welcome to myChrysler. LAURA:" followed by a message about a vehicle-scouting tool. There are navigation links for "ENTER SWEEPSTAKES >", "CHRYSLER INCENTIVES >", "DODGE HOME PAGE >", and "JEEP HOME PAGE >". A central image shows a blue Chrysler car with a "\$35 DEALER RESERVE OFFER" badge. On the right, there is a "\$500 EXCLUSIVE CASH ALLOWANCE" offer with a "DAYS LEFT 0" counter. Below this are several buttons: "CHRYSLER HOME PAGE", "GET A QUOTE", "LEASE AND PURCHASE OPTIONS", "5 Year/100,000 Mile Limited Warranty", "AUTHENTIC ACCESSORIES", "OWNER ADVANTAGES", and "SERVICE PROMOTION". At the bottom right, it lists "YOUR CHRYSLER DEALERSHIP: Rockland Chrysler Jeep Dodge, 60 Route 304, Nanuet, NY 10954, 845-827-5700, www.rocklandchryslerjeepdodge.net".

The second screenshot shows a sweepstakes form titled "Are you the next winner?". It includes an email input field with a note "*indicates required field.". Below the email field, it says "Although it won't help your chances, we'd like to know more about you." and asks "What are your vehicles of interest? (Choose no more than three.)". There are three columns of vehicle models: CHRYSLER (300, PT Cruiser, Stratus, Stratus Convertible, Town & Country, Grand Caravan, Journey, Nitro), DODGE (Avalanche, Caliber, Challenger, Charger, Viper, Grand Caravan, Journey, Nitro), and RAM (Dakota, Ram 1500, Ram 2500/Ram 3500). There is also a "JEEP" column with models: Commander, Compass, Grand Cherokee, Liberty, Patriot, and Wrangler. Below the vehicle list, it asks "Approximately when do you plan to acquire your next vehicle?" with radio button options: "1 month or less", "2-3 months", "4-6 months", "7-12 months", and "1 year+". There is a checkbox "Check here if you would like to be contacted by a local dealer." and an "ENTER >" button. At the bottom right, there is a "SWEEPSTAKES RULES >" link. A small disclaimer at the bottom states: "*Your email address is required to enter the sweepstakes, and by providing your email address, you may receive future email communications from Chrysler Group LLC. The above questions are optional and will not increase or decrease your chance of winning. Chrysler, Dodge and Jeep are registered trademarks of Chrysler Group LLC."



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 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 pages 19.28% 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-visiting** the scratch & win page daily" which Chrysler believed "drove deep brand stickiness that we weren't anticipating". Using Boingnet's integrated drip marketing personalized email marketing capabilities, Chrysler sent out personalized emails to each direct mail recipient 2 weeks after the initial

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

Thanks for entering! - Message (HTML)

From: Chrysler Information [purl@bbdo.com]
To: Alec Graziano
Cc:
Subject: Thanks for entering!

Chrysler.com | Get a Quote

Thanks for entering — click back tomorrow

Enter tomorrow — you might be the next instant winner. Your personal URL (below) gives you the opportunity to connect to the latest Chrysler vehicles and incentives, along with daily chances to instantly win a Chrysler, Dodge, Jeep® and Ram Visa® Prepaid Card.* Reason enough to explore your personal URL each day!

<http://4LAURAMICHAELSOC.mychryslerandmore.com/seed>

[Contact Chrysler](#) | [Privacy](#) | [Unsubscribe](#)

At Chrysler Group LLC we value your privacy. If you do not wish to receive eMail communications from Chrysler, [click here](#).
To view official rules, [click here](#).

*No purchase necessary. Promotion ends 12/31/09. Open only to U.S. residents, 18 and older. See www.mychryslerandmore.com/rules for complete details, including prizes, values and odds. Springbok Services, Inc. is a registered agent of MetaBank™. The Visa prepaid card is issued by MetaBank pursuant to a license from Visa U.S.A. Inc. Prepaid cards are subject to redemption terms and conditions of Visa U.S.A. Inc. Void where prohibited. Chrysler, Dodge and Jeep are registered trademarks of Chrysler Group LLC.

Chrysler eMail Headquarters, 880 W. Long Lake Road, Troy, MI 48068, (800) 964-0600

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.