

PILOT PROGRAM RESULTS

Fiat Chrysler Automobiles Tier III Recall Clinic Campaign

January 2019

SCOPE OF WORK PERFORMED

J&L Marketing is the best in the automotive industry at executing high response Service Clinic marketing. Over the years, we've executed multiple Recall Service Clinics across the nation with great success. Our marketing message is crafted to increase customer trust by showcasing the quality of care and service that dealerships provide.

J&L Marketing created marketing collateral including direct mail, emails, ringless voicemail, text, personal URLs and business development center support. Furthermore, J&L Marketing utilized optimized marketing funnel technology to intelligently send marketing messages based on customer interaction with the campaign. J&L Marketing also provided turnkey support at the corporate and dealership level.

Target Audience

The target audience of this campaign was customers that own vehicles with outstanding recall notices that had not responded to previous recall marketing efforts. This audience needed a more compelling reason to have required recall maintenance completed.

Campaign Goals

The primary goal of this campaign was to compel the target audience to complete required recall maintenance. Secondary goals of this campaign were to build customer trust, immediate repair orders and long-term business.



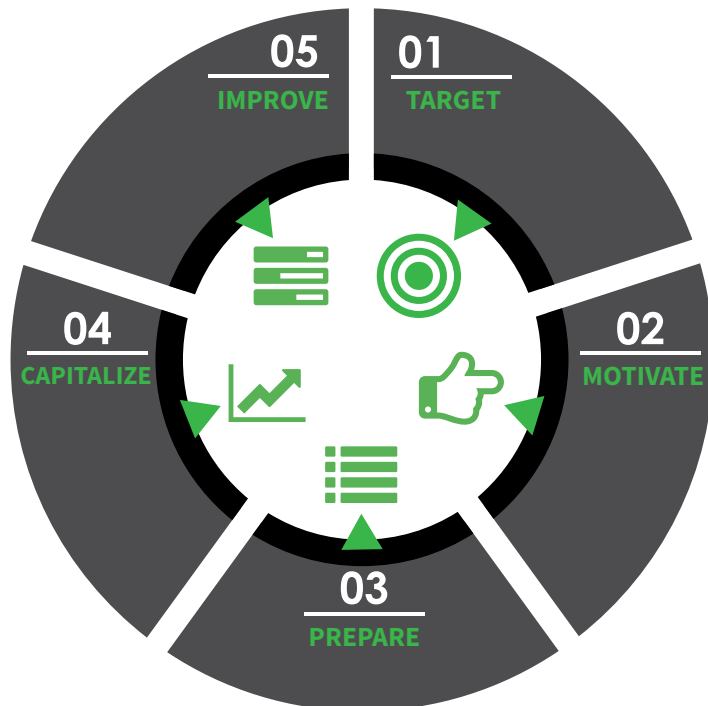
CAMPAIGN OVERVIEW

Participating Dealerships

Arrigo Dodge Chrysler Jeep RAM Sawgrass
Arrigo Dodge Chrysler Jeep RAM West Palm
Dallas Dodge Chrysler Jeep RAM
Jack Powell Chrysler Dodge Jeep RAM
Jeep Chrysler Dodge RAM FIAT of Ontario
Mac Haik Dodge Chrysler Jeep RAM
Meador Dodge Chrysler Jeep RAM
Napleton's Northlake Chrysler Dodge Jeep RAM

Goal

- Drive recall customers/prospects back to the dealership for a recall completion.



CAMPAIGN OVERVIEW

Target

- List provided by FCA.
- FCA recall customers from 9 different recalls.

Motivate

- First class direct mail piece with variable recall message.
- Automated drip email marketing sent to targeted audience. Each prospect will receive at least 2 emails.
- Individual landing page/PURLs for each participating dealership which include a video for their event.
- J&L Lead Advantage BDC
 - Handles incoming calls
 - Contacts website leads
 - Reminder email, phone call and text
 - Up to 3 follow up contact calls
- Customized passport for the event to help engage customers as they wait.

Prepare

- J&L Preparation Call: Hosted by J&L- walking each individual dealership through the best practices of a service event.

Capitalize

- On-Site Promotion Coordinator who will check-in/register all customers on the day of the event through a seamless online process.
- Execute required recall maintenance on customers' vehicles.
- Provide free multi-point inspections to customers.

Improve

- Execute required recall maintenance on customers' vehicles.

DIRECT MAIL



Michael Carowner
543 Main Street
Fort Worth, TX 76140

Meador Dodge Chrysler Jeep RAM FREE Safety Recall Repair Clinic Recall Repair Required: 2013 Jeep Wrangler Air Bag Service

As Service Manager here at Meador Dodge Chrysler Jeep RAM, I want to personally invite you to our FREE Safety Recall Repair Clinic on Wednesday, January 30th and Thursday, January 31st from 1:00 pm to 5:00 pm each day. During your free repair, we will provide complimentary refreshments and present you with a valuable gift just for attending!

OPEN SAFETY RECALL REPAIR

Your vehicle has an open safety recall.¹ Schedule your free repair at Meador Dodge Chrysler Jeep RAM during the FREE Safety Recall Repair Clinic and our certified technicians will replace the passenger airbag on your 2013 Jeep Wrangler.

FREE MULTI-POINT VEHICLE INSPECTION

Even dependable vehicles require extra care and attention to make sure they maintain proper performance. That's why Meador Dodge Chrysler Jeep RAM will complete a free multi-point inspection of your vehicle after your free recall repair is complete!² There's no need to drop off your vehicle - your free repair and multi-point inspection will take no more than 60-minutes.

\$15 VISA® REWARD CARD FOR ATTENDING

Bring this invitation for admittance and you will receive a \$15 Visa® Reward Card.³



SCHEDULE YOUR FREE REPAIR NOW

Due to high response in the past, this FREE Safety Recall Repair is by appointment only.⁴ Schedule your free 60-minute repair and multi-point inspection now by calling or visiting your personalized website.

Simply Call: 1-844-571-4996

Or Visit Your Personal Website: MeadorDCJR.ClinicRSVP.com/Michael

I look forward to seeing you Wednesday, January 30th or Thursday, January 31st!

Best regards,

Vince Williams
Service Manager



WHERE:
Meador Dodge Chrysler
Jeep RAM
9501 South Fwy
Fort Worth, TX 76140
1-844-571-4996

WHEN:
Wednesday, January 30, 2019
Thursday, January 31, 2019
1:00 pm to 5:00 pm
Each Day


VIN: 1FTCR15XXRTB03260

19c15w1818 © 2019

01 1. See dealer for complete details. 2. Service Clinic vehicle inspections do not replace any normally scheduled maintenance requirements which must still be performed as required. Items listed are based upon Chrysler, Dodge, Jeep, or RAM recommendations. Please check with Meador Dodge Chrysler Jeep RAM for a complete list of items included in any offered Service Clinic. Refer to your owner's manual and maintenance manual for regular scheduled service requirements. Offer expires 1/31/19. 3. This card is issued by Customers Bank pursuant to a license from Visa U.S.A. Inc. Visa is a registered trademark of the Visa International Service Association. No purchase necessary. 4. Must register prior to 1/30/19. Copyright © 2019 J&L Marketing.

EMAILS

First Send:



Attention,

VIN: 1FTRC15XXRTB03260

As Service Manager here at Meador Dodge Chrysler Jeep RAM, I want to personally invite you to our Free Safety Recall Repair Clinic on Wednesday, January 30th and Thursday, January 31st from 1:00 pm to 5:00 pm each day.


SCHEDULE YOUR FREE REPAIR

Open Safety Recall Repair
Your vehicle has an open safety recall. Schedule your free repair at Meador Dodge Chrysler Jeep RAM during the Free Safety Recall Repair Clinic and our certified technicians will replace the passenger side air bag on your 2013 Jeep Wrangler.¹

During your free repair, we will provide complimentary refreshments and present you with a valuable gift just for attending!

Free Multi-Point Vehicle Inspection
Even dependable vehicles require extra care and attention to make sure they maintain proper performance. That's why Meador Dodge Chrysler Jeep RAM will complete a free multi-point inspection of your vehicle after your free recall repair is complete!² There's no need to drop off your vehicle – your free repair and multi-point inspection will take no more than 60-minutes.

SCHEDULE YOUR FREE REPAIR



Receive a \$15 Visa® Reward Card for Attending
Bring this invitation for admittance and you will receive a \$15 Visa® Reward Card.³


Schedule Your Free Repair Now
Due to high response in the past, this Free Safety Recall Repair Clinic is by appointment only.⁴ Schedule your free 60-minute repair and multi-point inspection now by calling 1-844-571-4996 or visiting your personalized website at:

MeadorDCJR.ClinicRSVP.com/Test1

WHERE:
Meador Dodge Chrysler Jeep RAM
9501 South Fwy
Fort Worth, TX 76140
1-844-571-4996
www.meadorauto.com/

WHEN:
Wednesday, January 30, 2019
Thursday, January 31, 2019
1:00 pm to 5:00 pm Each Day

Second Send:



Attention,

VIN: 1FTRC15XXRTB03260

Your vehicle has an open safety recall and we are here to help. Join us at Meador Dodge Chrysler Jeep RAM for a Free Safety Recall Repair Clinic on Wednesday, January 30th and Thursday, January 31st from 1:00 pm to 5:00 pm each day!

SCHEDULE YOUR FREE REPAIR

During this Free Safety Recall Repair Clinic, our certified technicians will replace the driver side air bag on your 2013 Jeep Wrangler and conduct a free multi-point inspection of your vehicle – while you enjoy complimentary refreshments! There's no need to drop off your vehicle – your free repair and multi-point inspection will take no more than 60-minutes.¹

Bring this invitation for admittance and, in addition to your free recall repair and multi-point vehicle inspection, you will receive a \$15 Visa® Reward Card.²

SCHEDULE YOUR FREE REPAIR

This Free Safety Recall Repair Clinic is by appointment only and spots will fill up quickly.³ Schedule your free 60-minute repair and multi-point inspection now by calling 1-844-571-4996 or visiting your personalized website at:

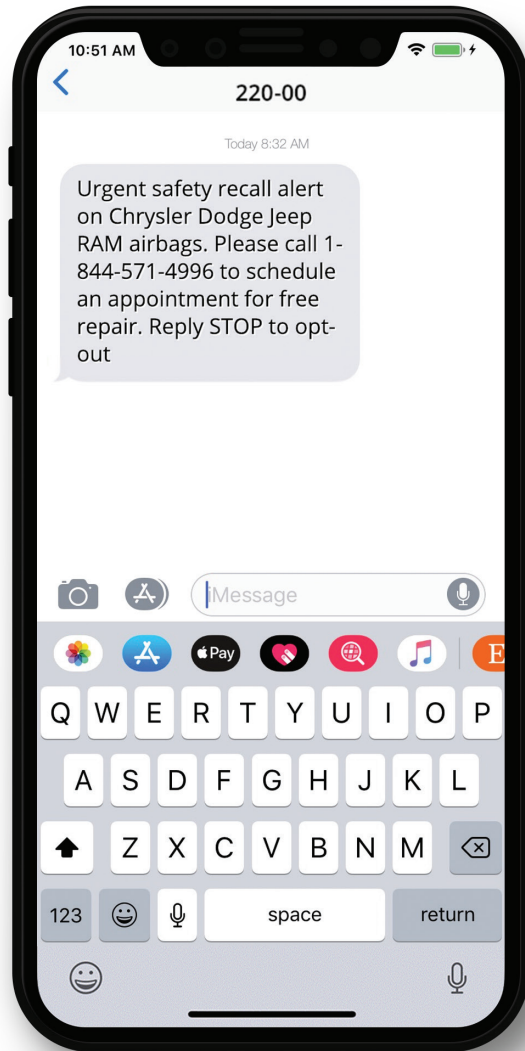
MeadorDCJR.ClinicRSVP.com/Test1

WHERE:
Meador Dodge Chrysler Jeep RAM
9501 South Fwy
Fort Worth, TX 76140
1-844-571-4996
www.meadorauto.com/

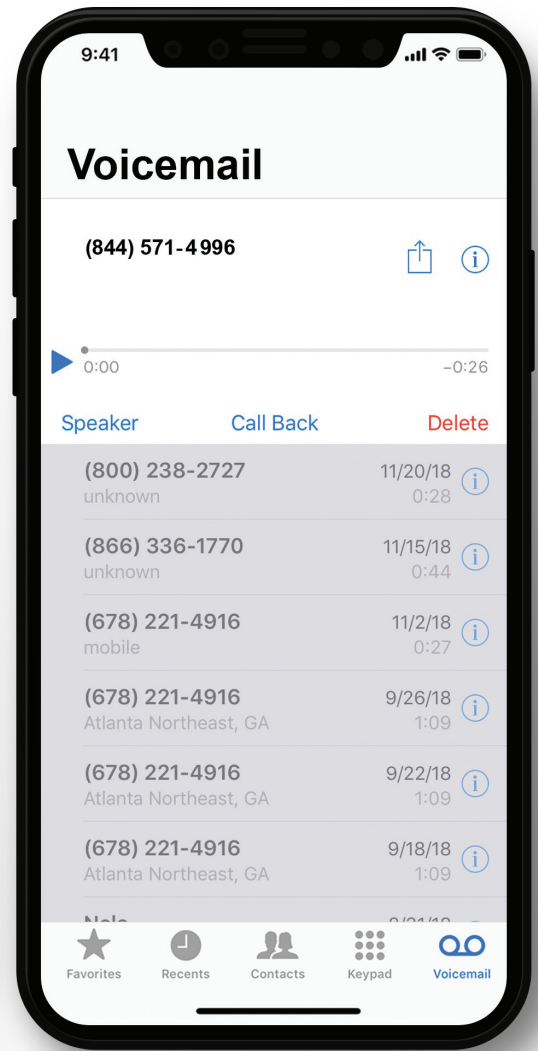
WHEN:
Wednesday, January 30, 2019
Thursday, January 31, 2019
1:00 pm to 5:00 pm each day

MOBILE COMMUNICATION

Text Messaging:



Ringless Voicemail:



LANDING PAGE



Welcome Michael!

Fill out the form to sign up for your FREE Safety Recall Repair Clinic and a \$15 Visa® Reward Card – it only takes 7 seconds!

In addition:

- Our certified technicians will replace the driver side air bag on your 2013 Jeep Wrangler
- You'll receive a FREE Multi-Point Vehicle Inspection and ensure your vehicle is prepared for the months ahead
- You'll make sure your vehicle retains its resale value and achieves maximum fuel efficiency.
- You'll save money by avoiding costly future repairs!

WHEN

Wednesday, January 30, 2019
Thursday, January 31, 2019
1:00 pm - 5:00 pm Each Day

WHERE

Meador Dodge Chrysler Jeep RAM
9501 South Fwy
Fort Worth, TX 76140
1-844-571-4996

DON'T MISS OUT-RSVP NOW!

1

Step 1

2

Step 2

3

Step 3

Michael

Carowner

817-653-9182

mcarowner@gmail.com

NEXT

RSVP BEFORE IT'S TOO LATE!

13 : 00 : 27 : 27

Days Hours Minutes Seconds



RESOURCES & TIMELINE

Each Business Center had dedicated support from J&L

- **Jamil Zabaneh, President:** Discussed and answered any questions with each Business Center on the specifics of the recall event program. This was done in-person and over a webinar.
- **National Account Coordinator:** Worked with MOPAR Legal Team, Vehicle Safety Team and CRM team to receive approvals.
- **Business Growth Strategists:** Discussed and Enrolled the dealerships as well as provided support and preparation for the events.
- **Account Coordinators:** Worked directly with the Dealerships to create and obtain approvals on all marketing.
- **Dealership Performance Specialist:**
- **Lead Advantage Coordinator:**

11/19/18

FCA/Mopar Final Marketing Approval

11/20/18

J&L Received Final Target Data List

11/21/18

J&L Presentations Scheduled with Business Centers

12/11/18 – 1/27/19

Recall Repair Clinics Occurred within this Time Span

RESULTS

Jeep Chrysler Dodge RAM FIAT of Ontario (24105)

Event Date: **12/11/18**

Mail Quantity *(Mail dropped 10 days prior to event)*: **1,113**

Email Quantity *(1st email sent 7 days prior to event)*: **1,759**

1st Email Open Rate *(1,686 delivered)*: **17%**

2nd Email Open Rate *(1,657 delivered)*: **21%**

Text Quantity Loaded: **1,247**

Text *(deployed 6 days prior to event)*: **510**

Ringless Voicemail Quantity Loaded: **1,247**

Ringless voicemail *(deployed 5 days prior to event)*: **675**

Total Appointments: 33

Event Day Appointments: 27

Event Attendees: 22

Show Rate: 81.5%

Overflow Appointments: 52

Arrigo Dodge Chrysler Jeep RAM Sawgrass (45426)

Event Date: **12/11/18**

Mail Quantity *(Mail dropped 10 days prior to event)*: **1,220**

Email Quantity *(1st email sent 7 days prior to event)*: **855**

1st Email Open Rate *(815 delivered)*: **19%**

2nd Email Open Rate *(805 delivered)*: **16%**

Text Quantity Loaded: **661**

Text Deployed *(6 days prior to event)*: **236**

Ringless Voicemail Quantity Loaded: **661**

Ringless voicemail *(deployed 5 days prior to event)*: **310**

Appointments: 13

Event Attendees: 12

Show Rate: 92.3%

RESULTS

Arrigo Dodge Chrysler Jeep RAM West Palm (69015)

Event Date: **12/11/18 – 12/12/18**

Mail Quantity (*Mail dropped 10 days prior to event*): **4,032**

Email Quantity (*1st email sent 7 days prior to event*): **2,510**

1st Email Open Rate (*2,412 delivered*): **17%**

2nd Email Open Rate (*2,378 delivered*): **13%**

Text Quantity Loaded: **2,242**

Text (*deployed 4 & 5 days prior to event*): **870**

Ringless Voicemail Quantity Loaded: **2,242**

Ringless voicemail (*deployed 5 days prior to event*): **1,098**

Appointments: 81

Event Attendees: 57

Show Rate: 70.3%

Jack Powell Chrysler Dodge Jeep RAM (61339)

Event Date: **12/15/18**

Mail Quantity (*Mail Dropped 11 days prior to event*): **1,211**

Email Quantity (*1st Email Sent 7 days prior to event*): **706**

1st Email Open Rate (*667 delivered*): **21%**

2nd Email Open Rate (*648 delivered*): **17%**

Text Quantity Loaded: **507**

Text (*deployed 8 days prior to event*): **231**

Ringless Voicemail Quantity Loaded: **507**

Ringless voicemail (*deployed 4 days prior to event*): **306**

Appointments: 41

Event Attendees: 32

Show Rate: 78%

RESULTS

Napleton's Northlake Chrysler Dodge Jeep RAM (68937)

Event Date: **12/18/18 – 12/19/18**

Mail Quantity *(Mail dropped 10 days prior to event)*: **1,668**

Email Quantity *(1st email sent 7 days prior to event)*: **1,102**

1st Email Open Rate *(1,050 delivered)*: **9%**

2nd Email Open Rate *(1,043 delivered)*: **7%**

Text Quantity Loaded: **927**

Text *(Deployed 4 days prior to event)*: **438**

Ringless Voicemail Quantity Loaded: **927**

Ringless Voicemail *(Deployed 4 days prior to event)*: **438**

Appointments: 23

Event Attendees: 16

Show Rate: 69.6%

Mac Haik Dodge Chrysler Jeep RAM (45180)

Event Date: **1/15/19 – 1/16/19**

Mail Quantity *(Mail dropped 10 days prior to event)*: **4,800**

Email Quantity *(1st email sent 7 days prior to event)*: **5,356**

1st Email Open Rate *(5,102 delivered)*: **14%**

2nd Email Open Rate *(5,054 delivered)*: **7%**

Text Quantity Loaded: **6,637**

Text *(Deployed 4-7 days prior to event)*: **2,560**

Ringless Voicemail Quantity Loaded: **6,637**

Ringless voicemail *(Deployed 5 days prior to event)*: **3,220**

Total Appointments: 109

Event Day Appointments: 57

Event Attendees: 41

Show Rate: 71.9%

Overflow Appointments: 52

DEALERSHIP FEEDBACK

Suggestions:

- Include more recent recalls which will help with increasing the list size.
- For smaller events do not include the coordinator to save FCA money.
- Text/Ringless Voicemail can attract non-recall customers
- Remind Dealers that not all customers will show

Positives:

- Response Rates exceeded expectations
- No-Show Rate were _____ (I think around 70%) which met expectations
- Promotion Coordinator for Larger Events was a huge value add
- Some Dealers were able to get additional work from Recall Customers
- A few dealers mentioned that this was the most successful recall campaign they have done to these old recalls
- Jack Powell: Much more successful than previous recall campaign.
- Most Customers waited the 60 Minutes which was helpful

J&L SUGGESTIONS

List:

- Could each Tab be a different dealership. Instead of each tab being the recall type it would make it easier if each Tab is a different dealership. Once you click on the dealership we could add a column which would be Recall Type. This will make it easier to process each dealership.
- Remove Business. Typically we remove businesses already yet if you all have a way to do that upfront we can do it as well.

All Dealerships Include:

- First Name: Helps Personalize the Message
- Email: (Missing on Meador). Helps increase response rates
- Year Make and Model: (Missing on Meador). Decrease customer confusion and dealership frustration
- Verify which list is the most accurate: We saw the same customer had multiple addresses or different first initial. We prioritized NON ALTERNATIVE CUSTOMER DATA first.
- Current VIN or Most Accurate: We saw a lot of customers that had multiple VINs we prioritized by NON ALTERNATIVE CUSTOMER DATA. If on multiple we did a random select. Would we want to do newer
- Date of Last Service at Dealership if we have it: We could bounce this off STU data with POLK to see if they still own that vehicle. This could save us from mailing to people that no longer own the vehicle.

J&L SUGGESTIONS

Additional Email After Event to Non-Respondents



DODGE



Jeep



In addition to a free recall repair service on your vehicle, Meador Dodge Chrysler Jeep RAM would like to offer you a 10% discount on your next vehicle service, now through 3/31/19.

In order to help ensure the top performance of your vehicle, we would like to offer you a 10% discount when you visit our service center now through 3/31/19.

Please print this email for 10% off any service of your choice.

Test, we value your business and look forward to seeing you on or before 3/31/19. Please call 877-365-4454 to schedule your appointment now.

10% Off Any One Service*

Offer Ends 3/31/19.

WHERE:

Meador Dodge Chrysler Jeep RAM
9501 South Fwy
Fort Worth, TX 76140
877-365-4454
www.meadorauto.com/

J&L SUGGESTIONS

Text Message & Ringless Voicemail was successful

Jeep Chrysler Dodge RAM FIAT of Ontario

Text: **510**

Ringless Voicemail: **675**

Arrigo Dodge Chrysler Jeep RAM Sawgrass

Text: **236**

Ringless Voicemail: **310**

Arrigo Dodge Chrysler Jeep RAM West Palm

Text: **870**

Ringless Voicemail: **1,098**

Jack Powell Chrysler Dodge Jeep RAM

Text: **231**

Ringless Voicemail: **306**

Napleton's Northlake Chrysler Dodge Jeep RAM

Text: **438**

Ringless Voicemail: **438**

Mac Haik Dodge Chrysler Jeep RAM

Text: **2,560**

Ringless Voicemail: **3,220**

J&L SUGGESTIONS

Data Validation Score which helped emails go to inbox



Help FCA Cleanse Data

J&L could provide:

- Non-Deliverable Address
- Non-Deliverable Email Address
- Data Validation Scores to analyze list providers

BUDGET

- **Per Customer Target - \$1.46**
Direct Mail, Emails, Landing Pages/PURLs, Lead Advantage (Handle Inbound Calls, Website Leads, Reminder Calls and Follow-Up Calls).
- **Promotion Coordinator - \$495**
(1 Day)
- **60 \$15 Shell Gas Cards for Attending Customers**

EXAMPLE PRICING

3,000 Customers Targeted Package

FCA

Total Cost: \$0

Shell Lubricants

Total Cost: \$5,895

8 Clinics x 3,000 Customers Targeted Package

FCA

Total Cost: \$0

Shell Lubricants

Total Cost: \$47,160*

*Paid in full by Shell