

Achieve Your Business Goals

Case Study: Effect of Email Campaigns on Special Finance

Central Florida Toyota drives over 1,100 Special Finance vehicle sales by utilizing targeted email campaigns with English and Spanish translations.



Toyota Dealer in Orlando, FL

www.centralfloridatoyota.com

Client Name: Central Florida Toyota



"Strong is a great part of our success. I set a budget for the year, communicate it to them and they literally do the rest. We have a set style of creative we run, consistent database mailers and they handle all my digital. They handle it all and do a great job."

*~Matt Larabee, General Manager,
Central Florida Toyota*

The Challenge

Central Florida Toyota is a Penske dealership located in Orlando, FL. The area where Central Florida Toyota is located has a large percentage of "Special Finance" prospects. There is also high concentration of Hispanic prospects. The dealer reached out to Strong to find a way to increase their "Special Finance" business.

The Approach

We recommended targeted email campaigns in English and Spanish to go after these "Special Finance" prospects. These campaigns targeted sub-prime prospects with credit scores less than 660 (poor and fair credit scores).

The Results

Since November of 2020, the eCampaigns have produced 1,171 Total Sales and \$3,176,073 Total Gross Profit. The emails have landed 93,585 unique visitors to their website with a Total Budget of \$165,000.

1,171

Matched Sales

93,585

Website Clicks

Primary Marketing Objective

Increase Special Finance Sales

Featured Product Area

Targeted Email Campaigns

