





We achieved a
ROI 33x
by using Promolosity



MONTHLY AVERAGE

SALES	9 Cars Sold  average front & back end gross \$2,652 per car	TOTAL GROSS	Combined total gross revenue \$33,544
SERVICE	59 RO's with an average of \$164 per RO	ROI	ROI of 33X

Offer Site visitors 875 	Offer Site leads 121 	Offer Site visitor/lead conversion rate 14% <small>(Industry avg is 3%)</small>	Cost per 1st party lead \$8  <small>(Industry avg is \$25-\$35)</small>
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"We have been using this platform since January 2015 and the results have been astounding. As a rule we look for products that deliver at least a 5X or more return on investment and this system has far exceeded this minimum expectation. In addition, by implementing Promolosity, we were able to cancel 2 of our lower performing 3rd party lead providers that were charging us an average \$18-\$30 per lead, and that **saved us an additional \$2,000 per month as well**. An interesting note on the service side of these campaigns, **39% of the service coupons are used** by people, who had not been in the store in over a year and were getting service elsewhere. What is most relevant to me is that we are getting people to respond that may normally read our emails and visit our website, but don't convert. Our dedicated BDC immediately calls & emails every lead delivered by Promolosity into our CRM to set appointments to redeem the offers at our store. Promolosity provides us an opportunity to keep these customers as ours."

George O'Sullivan, Ecommerce Director at Thoroughbred Ford