L2 Client Case Study: Atomic Media Works

Atomic media uses personalized marketing by L2 to motivate immediate response to Metro Nissan of Redlands campaign
Campaign Overview

- Campaign included a personalized flyer directing vehicle owners to their Personal URL for “Personalized Service Specials.”
- The list was made up of 4850 previous customers who had NOT visited the dealership within the last 6 months to 2 years
- Objective:
  - motivate customers to make a service appointment at a coupon rate
The campaign setup

L2’s Fuse, made it easier for Atomic Media Works to create print ready, mail ready direct mail pieces for their client, Metro Nissan of Redlands.

Personalized flyer
The campaign setup

The personalized flyer used existing customer information to create service specials that were personalized to each customer’s vehicle type and model…

Personalized flyer
The campaign setup

Personalized flyer

and personalized coupons for additional car accessories that were valid only on the customer’s vehicle
The campaign setup

The inclusion of a Personal URL, a (866) number and personalized coupons also gave customers more ways to respond to the campaign.

Personalized flyer
The campaign setup

The Personal URL included a pre-populated form that made it easy for prospects to schedule an appointment or update their contact information.
The campaign setup

The webpage also offered additional service coupons and featured the latest car models available at the dealership.

Personal URL
The campaign setup

Fuse creates a personalized coupon automatically.

The webpage also offered additional service coupons and featured the latest car models available at the dealership.

Personal URL
Campaign Results

Sent: 4,850
Visited webpage: 171
Appointments made: 61

- 35.6% of those who visited scheduled an appointment
- Total parts and labor sales (Last visit > 9 months)
  - $27878 655% ROI
- Total parts and labor sales (Last visit > 12 months)
  - $19882 467% ROI
- $$ Sales ROI > 485% (as of 2/20/08)
- For Full campaign results Click here
Campaign Summary

- Atomic Media, a small agency, is able to use one platform to send Print Ready/Mail Ready files, have hosted Personal URLs, and Email, giving them the power of a much larger Agency without the cost and infrastructure.

- Fuse helped Atomic Media report results back to their client, using real time notification.

- Fuse reduced costs, and improved ROI for Atomic Media as well as the end Customer.
How Fuse Helps:

- Fuse is an on-demand web-based platform designed to create customized marketing campaigns through direct mail, email and the web. Multi-Channel campaigns can be deployed in as little as an hour, for about 20% of the traditional cost.

- Fuse benefits include:
  - No IT requirements and No Special software
  - Automated workflow, Personal URLs, and Reporting all part of the integrated solution.
Fuse’s Multi-Channel approach

Use Fuse to drive variable Data

Direct Mail sends leads to a Personal URL

Fuse automatically notifies Metro Nissan’s sales staff for follow-up sales calls

Web-based Platform

Customer data list

Combine Data and Creative

Personalized Direct-Mail

Fuse captures data updates and triggers a notification email

Lead is directed to a Personal URL

Each lead gets their Personalized Coupons
Contact

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