

WHY DID STE-THÉRÈSE TOYOTA DEALERSHIP SELL MORE CARS?

First they were enticed by an unbeatable offer, delivered to their mailbox. At the dealership, the personal touch closed the deal.



57% of consumers are more likely to feel valued when brands contact them through mail.¹



This campaign was done in French only.

Going the extra mile to serve customers

Ste-Thérèse Toyota is among the leading car dealerships on Montréal's North Shore. With superior quality, its service ranks first in a large customer satisfaction survey.

Since it opened some 40 years ago, the company has been known for the high value it places on building customer loyalty. And it pays off: up to 55 per cent of customers renew their leases with the dealership.

Listen, offer, succeed

The car sales and lease market is ferocious, and some consumers prefer one brand over another for reasons that are more emotional than rational. So dealerships set themselves apart with a strong reputation for catering their clients' expectations – a strategy that Ste-Thérèse Toyota masters very well.

For instance, during the spring 2015 Toyota Red Tag sale, the dealership expressed its gratitude for its customers' loyalty with exceptional offers: \$500 cheques, mystery discounts, interest-free rentals, financing at 0.99 per cent, and free TVs.

On the fast track to success

Instead of the usual roadside billboards, ads in the local newspapers and reminders on its website, the dealership decided to add Unaddressed Admail™ (now Canada Post Neighbourhood Mail™) to its media plan. Some 88,000 addresses were chosen using Canada Post Precision Targeter™ and lists provided by Toyota.

The number of \$500 cheques cashed at the dealership clearly shows the campaign's success. "We won over clients who had been driving competing brands until now," said Sysavath Douangmala, Sales Director at Ste-Thérèse Toyota. "These new customers enjoy our great customer service and they are spreading the news. The effect of that promotional mailing is still being felt today. "

Expectations exceeded by

↑ **10%** in terms of response rate

↑ **20%** in terms of new client acquisitions

To learn more about Canada Post's direct mail solutions, please visit canadapost.ca/smartmailmarketing.

1. Canada Post, *Breaking through the noise*, 2015
 ™ Trademarks of Canada Post Corporation



Smartmail Marketing™
 Connect. Captivate. Convert.