

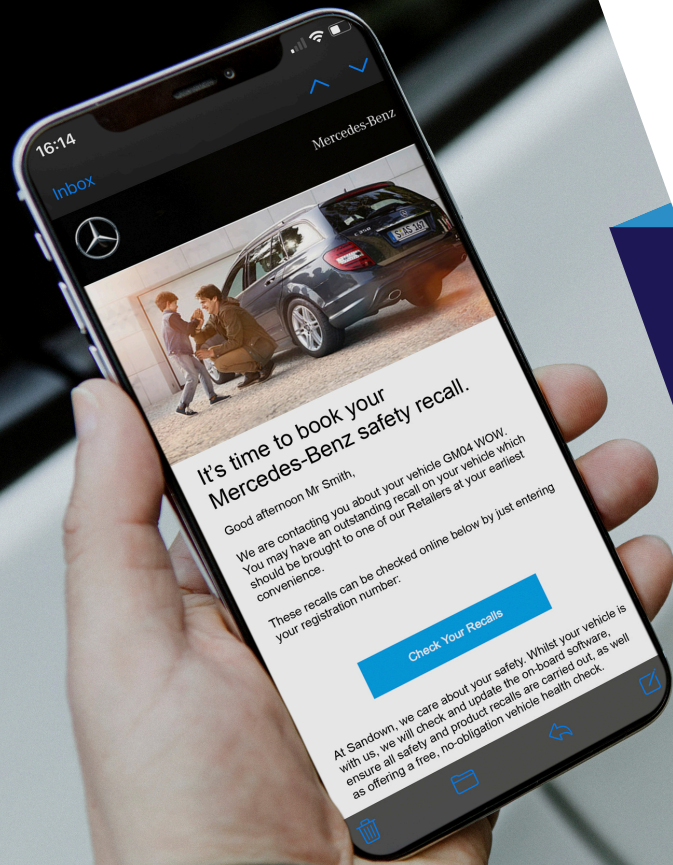
Marketing Delivery

VoiceBox

SANDOWN MERCEDES-BENZ

Safety Recall
Email & SMS Campaign

March 2023 - May 2024



THE RESULTS

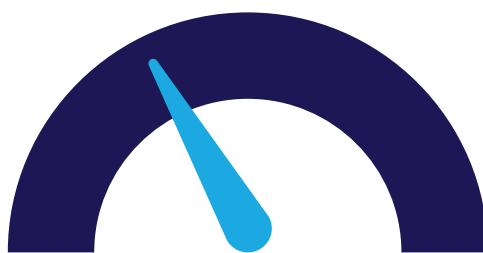
4,595

Lapsed Customers* due a
Safety Recall Contacted via
Email and SMS

1,614

Total WIPs Created
1,442 Completed
Appointments

*Data criteria: lapsed aftersales customers not seen for over 24 months



RE-ENGAGEMENT RATE

35.1%

of lapsed customers booked a Safety Recall following
one of our email or SMS communications

£310

Average Invoice Value

£447,860

Total Additional Revenue

On average, over two-thirds (69%) of each invoice was made up of
additional upsell work...

£212

Average Upsell Value

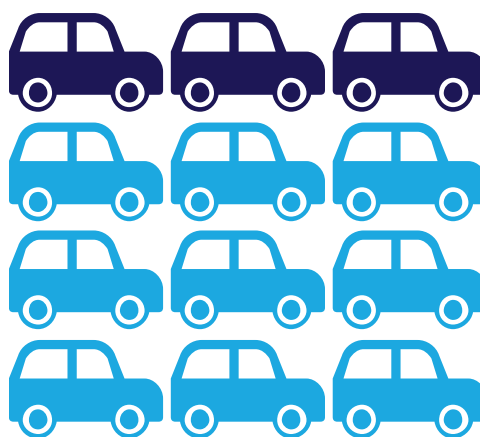
£343,048

Total Upsell Revenue

NEW VEHICLE ENQUIRIES

130

of those contacted went on
to enquire on a new vehicle.
26 of those have converted
to a sale



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