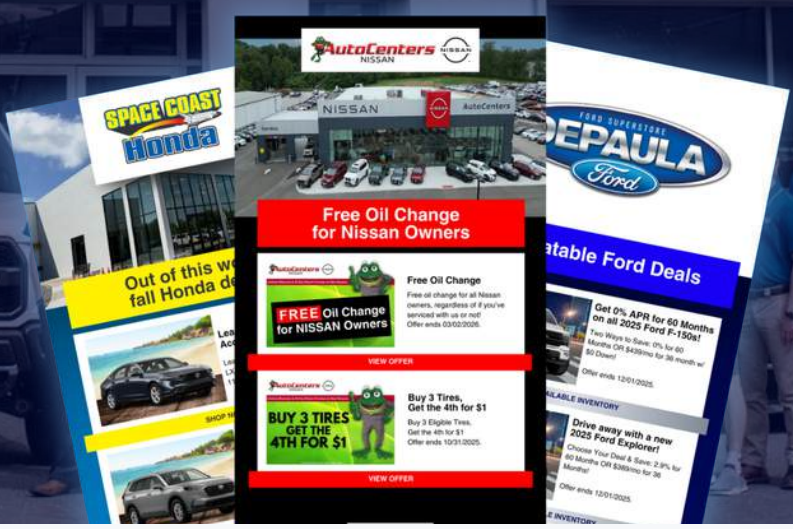


EMAIL MARKETING CASE STUDY

Promote monthly specials, service offers, or new car deals — all with targeted email campaigns built to move metal and deliver ROI.

[LEARN MORE](#)



Average Email Campaign Results

13.9%

CLICK-TO-OPEN

\$58

COST PER UNIT SOLD



The Campaign Strategy:

3 Dealerships; DePaula Ford, AutoCenters Nissan, and Space Coast Honda, ran value-focused email campaigns to nearby car shoppers (within a 25 mile radius) in Q4. These email campaigns highlighted low prices and bundled service discounts with great results, averaging only \$58 cost per unit sold.

[Plan Your Campaign Now](#)





SPACE COAST
Honda

EMAIL MARKETING CASE STUDY

The Strategy

Space Coast Honda ran a value-focused email campaign to nearby **car shoppers** (within 25 miles) leading up to black friday that captured deal focused buyers.



Email Campaign Results



1,571
CLICKS



13,811
OPENS



18.9%
OPEN RATE



2.2%
CLICK RATE



22
VEHICLE
MATCHBACKS



\$99
COST PER
UNIT SOLD

62,692
AUDIENCE SIZE

11.4%
CLICK-TO-OPEN

Plan Your Campaign Now

(941) 366-6760



SPACE COAST
Honda

Out of this world
fall Honda deals!



Lease a 2025 Honda
Accord LX

Lease a 2025 Honda Accord
LX for \$209/month. Offer ends
11/03/2025.

SHOP NOW



Lease a 2026 Honda
CR-V LX 2WD

Lease a 2026 Honda CR-V
LX 2WD for \$289/ month.
Offer ends 11/03/2025.

SHOP NOW



Lease a 2026 Honda
Civic Hybrid Sport

Lease a 2026 Honda Civic
Hybrid Sport for \$259/month.
Offer ends 11/03/2025.

SHOP NOW



Lease a 2026 Honda
HR-V LX 2WD

Lease a 2026 HR-V LX
2WD for \$239/month.
Offer ends 11/03/2025.

SHOP NOW



Happy Hour: Synthetic
Oil Change & Tire
Rotation

Happy Hour Oil Change
12-4 PM \$19.95!

Swing by for a Happy Hour Oil
Change every day from 12-4 PM!
Only \$19.95!

Full Synthetic Oil Change,
replacement of oil filter, and tire
rotation. Offer ends 11/03/2025.

VIEW OFFER



Pardon Our Dust,
The Auto Butler's on Us!

With all the dust we are making
during our remodel, please enjoy
3 YEARS of the Auto Butler on
us! With the purchase of any
brand-new Honda!

CLICK HERE TO LEARN MORE

Visit us today at
Space Coast Honda
1885 West Hwy 570
Cocoa, FL 32926

SPACE COAST
Honda

(321) 459 - 3344
www.spacecoasthonda.com

Lease a 2025 Honda Accord LX for \$209/ month for \$3699. 10,000 miles per year for 36 months. Includes down payment, no security deposit required, excludes tax, title, license, accessories and dealer fees.



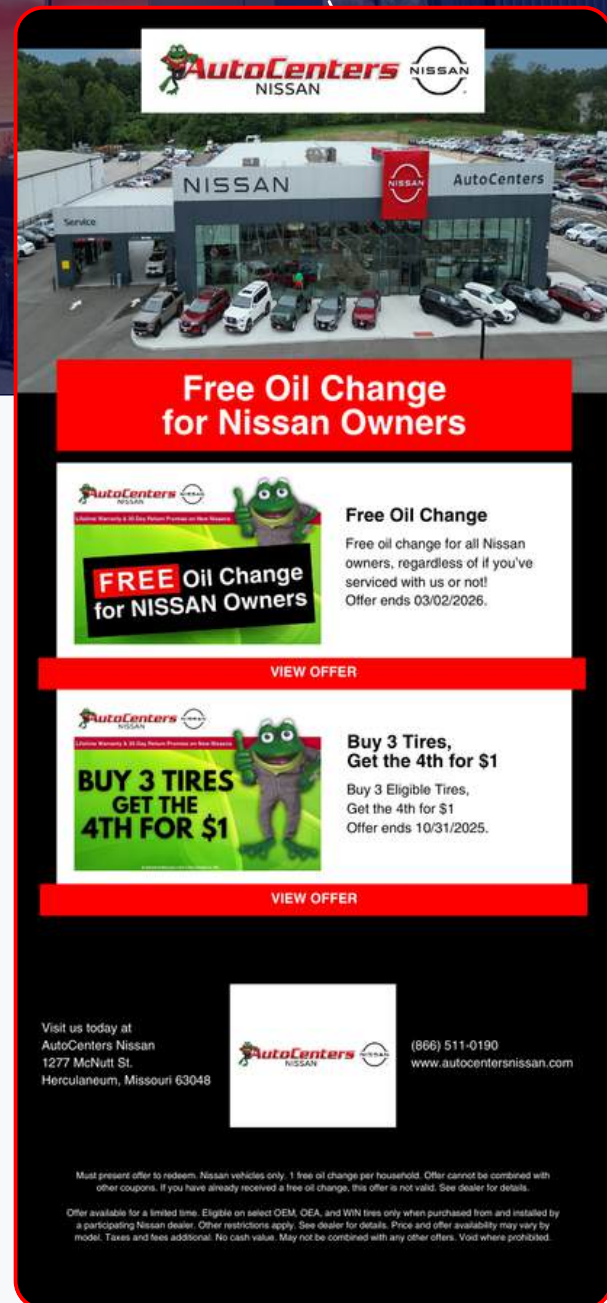
AutoCenters

AutoCenters

EMAIL MARKETING CASE STUDY

The Strategy

AutoCenters Nissan ran a value-focused email campaign to nearby **car shoppers** (within 25 miles) highlighting free services and discounts on tires.



Email Campaign Results



431
CLICKS



2,011
OPENS



14.1%
OPEN RATE



3.0%
CLICK RATE



12
VEHICLE
MATCHBACKS



\$41.7
COST PER
UNIT SOLD

14,304
AUDIENCE SIZE

21.4%
CLICK-TO-OPEN

Plan Your Campaign Now

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+



EMAIL MARKETING CASE STUDY

The Strategy

DePaula Ford ran a value-focused email campaign to nearby **car shoppers** (within 25 miles) highlighting the **great deals and financing options** that DePaula Ford offers.



Email Campaign Results



851
CLICKS



6,136
OPENS



18.2%
OPEN RATE



2.5%
CLICK RATE



22
VEHICLE
MATCHBACKS



\$53.6
COST PER
UNIT SOLD

33,668
AUDIENCE SIZE

13.9%
CLICK-TO-OPEN



Unbeatable Ford Deals



Get 0% APR for 60 Months on all 2025 Ford F-150s!

Two Ways to Save: 0% for 60 Months OR \$439/mo for 36 month w/ \$0 Down!

Offer ends 12/01/2025.

SEE AVAILABLE INVENTORY



Drive away with a new 2025 Ford Explorer!

Choose Your Deal & Save: 2.9% for 60 Months OR \$389/mo for 36 Months!

Offer ends 12/01/2025.

SEE AVAILABLE INVENTORY



Your 2025 Ford Mach-E Awaits!

Drive Electric, Save Big! Get 0% APR for 72 months.

Offer ends 12/01/2025.

SEE AVAILABLE INVENTORY



Lease the 2025 Ford Bronco!

Only \$419/mo for 36 months – \$0 Down!

Offer ends 12/01/2025.

SEE AVAILABLE INVENTORY



Lease the Ford Bronco Sport!

Just \$319/mo for 36 months – \$0 Down!

Offer ends 12/01/2025.

SEE AVAILABLE INVENTORY

Visit us today at DePaula Ford
799 Central Avenue
Albany, NY 12206



1 (518) 489-4667
www.depaulaford.com

F-150 Finance: Must be credit qualified through Ford Credit. Does not combine with other rebates. Not compatible on Raptor. See dealer for details.
F-150 Lease: 7500 miles per year. Must be credit qualified through Ford Credit. \$2,750 Rebate. \$2,750 Customer Cash. Down payment excludes tax, ACQ fee, and DMV. Residual \$55,382.50. See dealer for details.
Explorer Finance: Must be credit qualified through Ford Credit. May not combine with other rebates. See dealer for details.
Explorer Lease: 7,500 miles per year. Credit must qualify through Ford Credit. \$3,500 Rebate. \$2,500 Customer Cash. \$1,000 RCL Renewal. Must renew Ford Lease. Down payment excludes tax, ACQ fee and DMV. Residual \$27,559.35. See dealer for details.
Must be credit qualified through Ford Credit. May not combine with other rebates. See dealer for details.
7,500 miles per year. Credit must qualify through Ford Credit. \$3,500 Rebate. \$2,000 Customer Cash. \$1,500 RCL Renewal. Must renew Ford Lease. Down payment excludes tax, ACQ fee, and DMV. Residual \$32,897.85. See dealer for details.
Lease Offer: 7500 miles per year. Credit must qualify through Ford Credit. \$3,000 Rebate. \$1,500 Customer Cash. \$1,500 Competitive Conquest. Down payment excludes tax, ACQ fee, and DMV. Residual \$19,794. See dealer for details.

Plan Your Campaign Now

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Ready to see more? Book a demo with us.

dealersunited.com/schedule

AutoCenters NISSAN

SPACE COAST Honda

Out of this world fall Honda deals

DEPAULA Ford

Available Ford Deals

Free Oil Change for Nissan Owners

Free oil change for all Nissan owners, regardless of if you've serviced with us or not!
Offer ends 03/02/2026.

VIEW OFFER

Buy 3 Tires, Get the 4th for \$1

Buy 3 Eligible Tires. Get the 4th for \$1.
Offer ends 10/31/2025.

VIEW OFFER

Get 0% APR for 60 Months on all 2025 Ford F-150s!
Two Ways to Save: 0% for 60 Months OR \$439/mo for 36 month w/ \$0 Down!
Offer ends 12/01/2025.

Drive away with a new 2025 Ford Explorer!
Choose Your Deal & Save: 2.9% for 60 Months OR \$369/mo for 36 Months!
Offer ends 12/01/2025.

Visit us today at
AutoCenters Nissan
1277 McNitt St.
Herculaneum, Missouri 63048

AutoCenters NISSAN

(866) 511-0190
www.aufocentersnissan.com

