



Campaign Marketing

Identify Potential Customers

Direct mail continues to be a cost-effective means of communicating with a large number of customers at a single time. With DPS' campaign marketing services, you're able to precisely target your mailings. Want to identify potential customers in your market? Need to find customers that are in the market for a new vehicle? With DPS' campaign marketing services, you can!

Drive Consumers to Your Dealership

Through a combination of our data management services and consumer list or predictive modeling data, DPS can compare this information against the data already in your DMS. The result is a highly accurate mailing list of consumers who have not purchased from or serviced with your dealership – consumers in your market who could be doing business with you. We then discuss your dealership's branding and messaging needs and develop a communication piece to drive these consumers into your dealership, so you can sell and service more cars.

Campaign Marketing Statistics

In a 2012 study on the efficacy of direct mail in today's digital world, we find that the power of direct mail has increased relevant to consumer influence.



85% of consumers sort through and read selected pieces of mail daily.

75% examine mail more closely searching for coupons and discounts.



70% have renewed a business relationship they had stopped using after receiving a direct mail promotional piece. ¹

40% have tried a new business after receiving direct mail.

¹Research by Mail Print: The Staying Power of Direct Mail in 2012.

For more information: Call DPS at (800) 998-2910 or email DPSSales.com