

DIGITAL AIR STRIKE'S RESPONSE PATH POWER TEXT HELPS KIA OF ALHAMBRA GET MORE TRADE-INS & SALES

Goal:

Kia of Alhambra in Alhambra, California, wanted a fast, easy way to reach customers interested in trading in their vehicles.

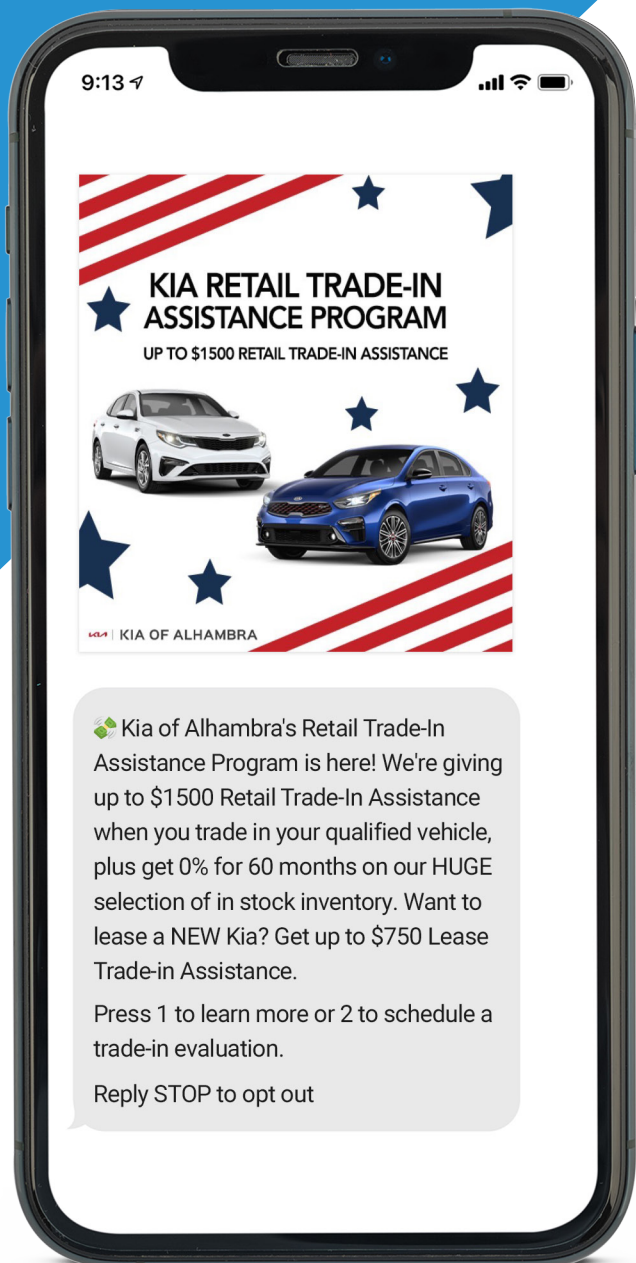
Solution:

- ✓ The dealership needed to get more vehicles quickly as their inventory numbers were shrinking.
- ✓ Digital Air Strike sent two Power Text bulk messages with an engaging graphic to thousands of customers, including service customers.
- ✓ Digital Air Strike's multimedia Power Texts featured a lease and trade-in bonus offer.
- ✓ The dealership was thrilled with the results and the fast response from customers.

DIGITAL AIR STRIKE ALWAYS GETS US THE BEST RESULTS!

Digital Air Strike always delivers results! We needed more cars fast and Digital Air Strike's Power Texts delivered more than we expected. With two text blasts, we were able to get 150 customers to trade-in or trade-up vehicles in two months! Everyone reads their texts, so we knew this was the way to reach more interested customers.

KIA OF ALHAMBRA



RESULTS:

150 TRADE-INS GENERATED FROM TWO POWER TEXT MESSAGES IN 2 MONTHS

3100 CONVERSATIONS GENERATED FROM THE TEXT MESSAGES