

# Auto Repair Direct Mail Case Study

BOCKMAN'S AUTO CARE



**MAIL** Shark®

Print & Direct Mail Made Easy

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Executive VP of Sales



## About the Shop

Bockman's Auto Care has been the top auto repair shop in Sycamore and DeKalb, IL since 1964. Most recently Bockman's Auto Care has been named the National Winner of 2019 National Napa Auto Care Shop of the Year.

## The Direct Mail Marketing

The team at Mail Shark executed three separate mailings for Bockman's Auto Care.

### Mailing Details

- Mailers were sent out by strategically targeting carrier routes based on results from a penetration map and report analysis.
- Each mailer consisted of a different direct mail piece (See page 3).
- Bockman's existing customers were removed from these mailings.
- Results were analyzed based on database match back reporting and a unique call tracking number.
- Mailing Schedule: Quantities & Dates Below.

# Mailing Schedule

## Mailing #1

Oversized Postcard (5.5" x 10.5")



Week	Week Delivered	Qty Mailed
1	11/26/2018	1740
2	12/03/2018	1291
3	12/10/2018	1478
4	12/17/2018	1897
5	12/24/2018	1762
6	12/31/2018	1823
<b>Total</b>		<b>9991</b>

## Mailing #2

Original Magnet (4" x 10.5")



Week	Week Delivered	Qty Mailed
1	01/07/2019	1743
2	01/14/2019	1287
3	01/21/2019	1481
4	01/28/2019	1883
5	02/04/2019	1752
6	02/11/2019	1834
<b>Total</b>		<b>9980</b>

## Mailing #3

Jumbo Postcard (8.5" x 10.5")



Week	Week Delivered	Qty Mailed
1	05/06/2019	3368
2	05/13/2019	1528
3	05/20/2019	1770
4	05/27/2019	1658
5	06/03/2019	1729
<b>Total</b>		<b>10,053</b>

Total Quantity of Pieces Mailed **30,024**

## Bockman's Short Term ROI Results

Total Leads Generated by Direct Mail	287
Quantity Mailed	÷ 30,024
Direct Mail Response Rate	= 0.96%
# of Leads Converted to a Paid RO	220
Total Leads Generated	÷ 287
Conversion Rate to a Paid RO	= 76.6%
Gross Revenue from all 3 mailers	\$95,044.26
	(ARO \$432.02)
Cost of All 3 Mailers	- \$11,500
Net Revenue	= \$83,544.26
Short Term ROI	= 7.26

For Every Dollar Spent On Direct Mail, We Returned 7.26 Dollars In Net Revenue!

We continued to monitor results from this campaign 4 months after the mailings were all sent out and here is how Bockman's ROI was impacted over this time.

### Additional ROI Over the Next 4 Months

Additional Revenue from these  
New Customers after their first visit  
(either from their vehicle or additional  
vehicles they brought in for service) **\$66,335.47**

### Total ROI

Net Revenue from First Visit	<b>\$83,544.26</b>
Additional Revenue from Any of their vehicles after their first visit	<b>+ \$66,335.47</b>
Total Net Revenue	<b>= \$149,879.73</b>
Cost of All 3 Mailers	<b>÷ \$11,500</b>
<b>Total ROI</b>	<b>= 13.03</b>

For Every Dollar Spent On Direct  
Mail, We Returned 13.03 Dollars  
In Net Revenue!

### Calls Continue to come in...

- As of 11/4/2019 Over 5 months after the last mailer was sent out calls were still coming in, verified by call tracking.

# A Deeper Look at The Repair Orders

The adage “Today’s Oil Change is Tomorrow’s Broken Car” couldn’t be more transparent with many of these new customers that came in for a lower dollar amount RO such as an oil change.

As expected, the direct mail campaigns brought in a mix of lower \$ amount repair orders for oil change services as well as quite a few higher dollar amount larger repair orders. This is simply driven by the need of these specific customers at that time.

We took a sampling of the 45 Lowest Dollar Amount Repair Orders from the mailer as well as the 45 Highest Dollar Amount Repair orders and compared them to the amount spent from these same customers on their 2nd visit to Bockman’s. Their 2nd visit was either from the same vehicle or from an additional family vehicle.

As you can see in the numbers below, many of the new customers that came in on their first visit and had a lower dollar amount RO less than \$50 came back to spend a significant amount more on their second visit.

## 45 Lowest First RO \$ Spend

RO#	1st RO	2nd RO	RO#	1st RO	2nd RO
1	\$2.17	\$956.27	24	\$33.15	
2	\$7.68	\$29.66	25	\$35.39	\$2,275.51
3	\$14.12		26	\$35.39	\$82.39
4	\$20.00	\$750.85	27	\$35.39	\$73.19
5	\$20.39	\$2.76	28	\$35.39	\$35.39
6	\$25.00		29	\$35.39	
7	\$25.00		30	\$35.39	
8	\$25.39		31	\$35.39	
9	\$26.75	\$64.99	32	\$35.39	
10	\$26.75		33	\$35.39	
11	\$26.78	\$438.13	34	\$35.39	
12	\$27.00	\$489.27	35	\$35.39	
13	\$27.00	\$47.15	36	\$35.39	
14	\$27.16		37	\$35.39	
15	\$29.66		38	\$36.11	\$1,459.59
16	\$31.75		39	\$36.14	\$105.46
17	\$32.26		40	\$36.75	\$2,402.43
18	\$33.00	\$94.58	41	\$36.75	\$1,092.42
19	\$33.00		42	\$36.75	\$100.00
20	\$33.00		43	\$36.75	\$76.41
21	\$33.00		44	\$36.75	
22	\$33.00		45	\$36.75	
23	\$33.00				

Our mailer also delivered quite a few high dollar amount repair orders. As you can see based on the 45 highest dollar amount repair orders below, many of these customers returned for another higher than average dollar amount repair order and some came back and spent less. This is simply driven by that customers specific repair or maintenance need at that time. Most importantly, they returned.

### 45 Highest First RO \$ Spend

RO#	1st RO	2nd RO	RO#	1st RO	2nd RO
1	\$4,555.39		24	\$1,135.27	
2	\$4,353.96	\$4,707.21	25	\$1,116.16	
3	\$2,764.15	\$1,309.15	26	\$1,109.95	
4	\$2,559.81		27	\$1,062.79	
5	\$1,966.81		28	\$1,047.81	
6	\$1,740.16	\$2,295.22	29	\$1,035.53	\$936.10
7	\$1,675.35		30	\$1,033.85	\$59.95
8	\$1,658.89	\$913.20	31	\$990.72	
9	\$1,645.94	\$36.75	32	\$972.35	\$5,013.74
10	\$1,637.09	\$2,357.21	33	\$923.41	
11	\$1,632.92		34	\$919.64	\$2,950.23
12	\$1,593.53	\$222.03	35	\$909.94	\$190.37
13	\$1,591.00	\$62.67	36	\$909.66	
14	\$1,573.25		37	\$887.54	\$513.99
15	\$1,498.08		38	\$862.42	
16	\$1,466.23		39	\$860.12	\$273.99
17	\$1,461.07	\$68.08	40	\$858.71	
18	\$1,460.97		41	\$837.58	
19	\$1,451.29		42	\$823.62	\$53.55
20	\$1,444.29		43	\$821.20	\$72.20
21	\$1,324.89	\$2,979.23	44	\$816.41	\$839.05
22	\$1,185.80		45	\$810.91	\$721.15
23	\$1,146.41	\$440.64			

The above numbers illustrate the importance of not valuing your customers based solely on the amount spent on their first visit to your shop. You must value your customers based on their Lifetime Value, how much revenue they will generate over time.

## The Bottom Line

- Direct Mail is one of the best investments you can make to increase car count, when executed properly.
- Direct Mail has longevity, meaning that customers will call months down the road from a mailer they receive today. Therefore, be patient as you cannot force people to have a broken car today.
- You must value your customers based on their Lifetime Value or the amount of revenue they will generate over time
- Using coupons is highly effective at attracting new customers

To learn more about how the team at Mail Shark can increase your car count, Give us a call at 610-621-2994 or visit [TheMailShark.com](http://TheMailShark.com)