



Driving In Leads With Direct Response

Situation

In the spring of 2005, International Truck and Engine Corporation launched a new series of commercial trucks as its first foray into the Class 4 and Class 5 markets. The new target audience was small businesses, such as landscapers, delivery services and retailers, with the need for one to five trucks to navigate city streets and make short runs.

Marketing Challenge

After a thorough analysis of this cab-forward truck market and careful refining and narrowing of lists, a three-step, direct-response campaign was created to move potentials to prospects to customers.

(continued)



Driving In Leads With Direct Response

Solution

The initial direct-mail effort announced the truck via an innovative die-cut and a high-attention sweepstakes that offered a chance to win an International CF Series truck worth tens of thousands of dollars. Sweepstakes registration required completion of a detailed qualification form that allowed for lead prioritizing and built the campaign database. Prospects from this mailing then received a second postcard mailing with a compelling test-drive incentive: a free \$100 fuel card. Furthermore, a limited-time purchase offer was introduced. Both of these offers were also delivered through extensive point-of-purchase.

Outcome

The International lead-generation campaign pulled in 1,400 qualified leads in the first month for a 3.5% response rate and a cost per lead of \$68. International's test-drive campaign has so far converted 261 leads into test drives.

