



LEARN HOW
FORD MOTOR
RAISES WARRANTY
SALES 35%

Personalization pays

Ford Motor Company shows that a highly personalized self-mailer significantly boosts sales of extended warranties to F-150 truck owners when compared to its traditional direct mail letter.

Campaign Results

5.7% increase in response rate

35.7% increase in sales

3.2% decrease in production costs

Ford Motor Company is now adopting techniques learned during this campaign throughout their product line and extended service warranties, believing it will add millions of dollars in yearly sales to this segment of its business.

Source: Xerox 1:1 Lab — Company, Ford Motor Company
Direct Marketing Provider, Budco

To view the video and get the case study, scan the QR code to the right with your smartphone.

No smartphone? View the video and get the case at <http://www.chooseprint.org/ford>



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