

HERE Technologies

Activation Email Series for Fiat Chrysler Automobiles

CASE STUDY



Objective

HERE Technologies creates map software for onboard navigation for several different car models.

These maps provide drivers with step-by-step directions using test navigation data. Now, even though the screen is built into their dashboard, car owners still have to activate the map software in order to use it.

The first step in getting them to take this action was to entice them with an attractive offer: \$150 off the activation price.

But even with this formidable promotion in place, we had another problem to solve — smartphones. With map apps available on virtually everyone's phones, how could we convince people to put those phones away and use the HERE navigation system?

And even if we did persuade them that the HERE system was better and safer, how do we then get them to pay for it? Especially when everyone has access to any number of map apps (Google Maps, Apple Maps, Waze, etc.) on their phones — for FREE?

Plus, our client wanted some hard numbers. We needed to attain a click-to-open rate of at least 5% and a conversion rate above .25%.

Clearly, the road ahead of us was the one less traveled.



Target Audience

Customers of Fiat Chrysler Automobiles (FCA) who have not activated the built-in navigation in their vehicle



Entire Email Series Shown as Desktop & Mobile + Landing Page



Marketing and Creative Strategy

We needed to get the word out quickly and efficiently. That meant our approach would center on an email stream.

And, to help goose the conversion numbers, each email would be personalized with the driver's exact make, model and VIN number. In addition, the emails were branded with a logo each customer would have a strong affinity toward. Even the subject line mentioned the recipient's model.

Next, we created powerful images specific to each vehicle. To make them even more compelling, we overlaid navigation imagery — highways, compasses, routes and dropped pins. Meanwhile, the copy highlighted the specific reasons each driver loves their car.

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Detail of Desktop & Mobile Email

[Sample], activate your built-in Uconnect® Navigation today and **SAVE \$150**. Use Promo Code **SAVE150**. 



ACTIVATE THE BUILT-IN NAVIGATION IN YOUR [20XX] [MAKE] [MODEL] AND SAVE \$150

[Sample], spring is the perfect time for a family trip. It's also a great time to activate the navigation system that's built into your vehicle. Avoid data and roaming charges by unlocking the maps. Plus, you can increase the resale value of your vehicle.

You'll need your VIN located below and your Request Code to activate.
Click below for instructions.

ACTIVATE TODAY

VIN: [XXXXXXXXXXXXXXXXXX] | PROMO CODE: SAVE150



Activate Your Navigation System Today.
Your [Model] makes family trips fun. Before you hit the road this spring, activate your built-in Uconnect® Navigation. Act now and **save \$150**.



Don't let lost cords, dead batteries or roaming charges ruin your family trip

ACTIVATE TODAY

  Powered

[Learn more about Uconnect®](#)

Save \$150 off the regular price of \$595.

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If you no longer wish to receive emails, please unsubscribe.
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Victoria, activate your built-in Uconnect® Navigation today and **SAVE \$150**. Use Promo Code **SAVE150**. 



ACTIVATE THE BUILT-IN NAVIGATION IN YOUR 2015 CHRYSLER 300 AND SAVE \$150

Victoria, spring is the perfect time for a family trip. It's also a great time to activate the navigation system that's built into your vehicle. Avoid data and roaming charges by unlocking the maps. Plus, you can increase the resale value of your vehicle.

You'll need your VIN located below and your Request Code to activate.
Click below for instructions.

ACTIVATE TODAY

**VIN: FCA2497INT50N0000
PROMO CODE: SAVE150**



Activate Your Navigation System Today.
Your 300 makes family trips fun. Before you hit the road this spring, activate your built-in Uconnect® Navigation. Act now and **save \$150**.



Don't let lost cords, dead batteries or roaming charges ruin your family trip

ACTIVATE TODAY

  Powered

[Learn more about Uconnect®](#)

Save \$150 off the regular price of \$595.

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If you no longer wish to receive emails, please

Marketing and Creative Strategy

(continued)

The copy called out the muscle of their Ram, the family-friendly features of their Chrysler or the rugged adventures they take in their Jeep.

The call-to-action gave a clear and simple directive – “Activate Today.” It appeared in multiple places throughout the email.

When users clicked, it took them directly to a landing page where they could easily place an order.

And when it came to the overall value of the onboard navigation vs. phone-based apps, we emphasized safety and convenience, including no lost cords, no low battery and no roaming charges. This selling point positioned HERE Technologies as the smart choice.

Detail of Landing Page

The landing page features a grey header with the Uconnect logo. Below the header, a row of logos for Chrysler, Dodge, Jeep, Ram, and Mopar is displayed. The main headline reads "ACTIVATE YOUR BUILT-IN UCONNECT® NAVIGATION SYSTEM NOW AND SAVE \$150" in bold black text. Below this, a sub-headline says "– USE PROMO CODE **SAVE150** –" followed by a blue button labeled "ACTIVATE TODAY". A section titled "Avoid Data and Roaming Charges With a Smarter Navigation System" explains the benefits of the built-in system. Another section, "It's a Smart Investment, Too", highlights the increase in resale value. A final section, "Activate and Save \$150", repeats the offer with another "ACTIVATE TODAY" button. Below these sections, a "Uconnect® Navigation Resources" section provides links for activation instructions and a quick overview. The footer includes the Uconnect and HERE logos, a link to learn more about Uconnect, and a row of four images showing vehicles in various settings. At the very bottom, a dark grey footer contains copyright information and a disclaimer about services and sales tax.

Uconnect®

CHRYSLER DODGE Jeep RAM MOPAR

ACTIVATE YOUR BUILT-IN UCONNECT® NAVIGATION SYSTEM NOW AND SAVE \$150

– USE PROMO CODE **SAVE150** –

ACTIVATE TODAY

Avoid Data and Roaming Charges With a Smarter Navigation System

Activate the navigation system that's built into your vehicle today. You'll unlock new maps, find new routes and get where you're going faster. It's the smartest route to any destination. And right now you can activate for just \$445.

It's a Smart Investment, Too

Did you know an active built-in navigation system can increase the resale value of a 3-year-old vehicle by up to \$358?

Jot down your vehicle's VIN and software version and activate your navigation system today. [Click here](#) for instructions.

Activate and Save \$150

– USE PROMO CODE **SAVE150** –

ACTIVATE TODAY

Uconnect® Navigation Resources

[Instructions on how to activate](#) your Uconnect® system
[Watch a quick overview](#) of your navigation system

Uconnect® here
Learn more about Uconnect®

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Sales tax may apply and will be added during checkout.

Results

So, did we make our case with these FCA drivers? Was our argument powerful enough to convince them that the HERE navigation system was worth an extra \$445?

The numbers came in and they told the story:

- 121,803 unique opens
- 17,695 unique clicks
- 14.54% click-to-open rate (CTOR) – Client goal was 5%
- And a conversion rate of .35% – Client goal was .25%

In terms of revenue, that's approximately \$1,099,595 in sales.

It was a successful campaign any way you slice it and the HERE client was thrilled with the results.

