

# Email Case Study


Deployment Date	6/16/2016
ID Number	33949
Campaign Name	DBC Adams Jeep
From Line	Adams Jeep of Maryland
Subject Line	Spring Savings Event Save Up To \$8,000
Deployed	100,000
Total Opens	18,490
Open %	18.49 %
Total Clicks	2,454
Click %	2.45 %
HTML CTR	13.27 %

Clicks	URL	Link
121	<a href="http://www.adamsjeepofmaryland.com/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
1,001	<a href="http://www.adamsjeepofmaryland.com/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
237	<a href="http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Wrangler&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-5&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Wrangler&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-5&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
312	<a href="http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Patriot&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-5&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Patriot&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-5&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
264	<a href="http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Renegade&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-3&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Renegade&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-3&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
173	<a href="http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Cherokee&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-4&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Cherokee&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-4&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
198	<a href="http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Grand+Cherokee&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-2&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Grand+Cherokee&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-2&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
91	<a href="http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Compass&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-2&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/new-inventory/index.htm?search=&amp;year=2016&amp;model=Compass&amp;saveFacetState=true&amp;lastFacetInteracted=inventory-listing1-facet-anchor-model-2&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
57	<a href="http://www.adamsjeepofmaryland.com/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.adamsjeepofmaryland.com/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>

**Jeep** Adams Jeep of Maryland

3485 CHURCHVILLE ROAD, ABERDEEN, MD 21001

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2016 Jeep Grand Cherokee



2016 Jeep Compass

\*The estimated selling price that appears after calculating dealer offers is for informational purposes only. You may not qualify for the offers, incentives, discounts or financing. Offers, incentives, discounts or financing are subject to expiration and other restrictions. See dealer for qualifications and complete details. MSRP is the Manufacturer's Suggested Retail Price of the vehicle. It does not include any taxes, fees or other charges. Pricing and availability may vary based on a variety of factors, including options, dealer, specials, fees and financing qualifications. Consult the dealer for actual price and complete details. Vehicles shown may have optional equipment at additional cost.

**Sold Units - 15**

