

Pre-qualification eDM (Hyundai)

::: Quick Poll Questions :::

Do you intend to purchase a car within the next 12 months? Yes
 No

Step 1 :

- Pre qualification EDM sent to >29,000 members
- Pre-qualified 9,803 people interested in purchasing a car within the next 12 months



Step 2 :

- Follow up EDM sent to pre qualified audience

Results :

- 2204 brochure requests
- 159 contact enquiries
- 141 test drive requests