



Nissan 112

Casey Sheen
Naked Lime Marketing
405 County Line Rd.
Kettering, OH 45430

Dear Casey,

We wanted to improve our digital marketing results, and after attending a Reynolds and Reynolds road show, we chose Naked Lime.

Data security was a big reason for making the jump. I was under constant pressure from my previous provider to share my data. With Naked Lime's access to my Reynolds database, I don't have to share my customer data with outside sources.


Our store started with XstreamService because we knew we could get more out of our service drive. Next, we added Targeted Marketing emails for service, later graduating to sales, and then direct mail and conquest marketing. The best part of Targeted Marketing with Naked Lime is the clean database. My sister store and I are geographically close to each other but I can guarantee that I'm not overlapping with my mail pieces, making sure customers only receive the message once. You guys are the only ones who can do that for me.

We used to do marketing on a hunch, but the market is getting more sophisticated, and we had to be smarter. We've seen our dealer loyalty jump from 33% to 41%. Customer retention is important because it also means a lot of money for our dealership from Nissan.

We are now also implementing Reputation Management and Aptus Websites. Adding all the services from Naked Lime was a process. Every step forward was based on the results. There is no question that the services work, because we get complete monthly ROI reporting on every campaign that shows how much money we made.

I told another Nissan dealer he should go all in with Naked Lime because of the results, security, and ROI. There is no shady business going on there. You know what happens with every dime you put in.

Sincerely,



Bob Frazier, Dealer
Nissan 112
Patchogue, NY