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# Toyota Midwest Region increases car sales by 16.8% using DYNALOG™ in email marketing

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## Challenge

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- Highly competitive marketplace
- Need to increase email opens and clicks
- Sell more cars via regional dealerships



## Solution

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### Email A/B Tests:

### Dynalog vs HTML creatives from Toyota's marketing agencies

#### ➔ Test 1

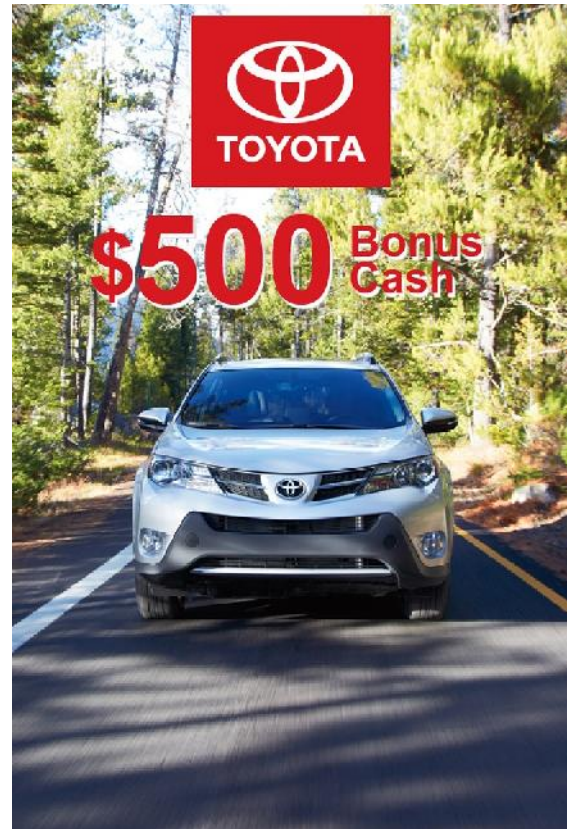
#### Launch:

12-page Dynalog emailed to 15% of Toyota's Midwest customer database for July 4th holiday event

#### Results:

Customers viewed an average of 11.15 pages per Dynalog view

- 24% of customers who opened Dynalog linked out to product info
- Emailed Dynalog **Sold 10.3% more cars** than from Toyota's HTML email



## ➤ Test 2

### Launch:

22-page Dynalog sent to 30% of Toyota Midwest's customer database for Black Friday holiday event

### Results:

Customers viewed an average of 19.6 pages per Dynalog view

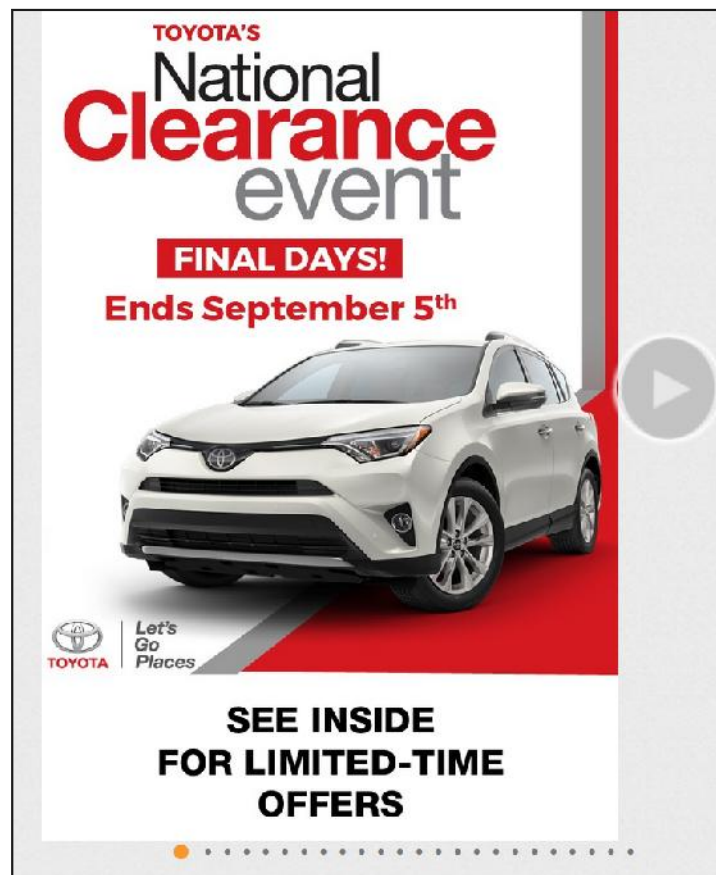
- 31% of Customers who opened Dynalog linked out to product info
- Emailed Dynalog **Sold 16.8% more cars** than from Toyota's HTML email



## Outcome

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Toyota Midwest campaigns are now launched entirely using Dynalog™ for superior engagement and dramatically improved sales conversion.



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