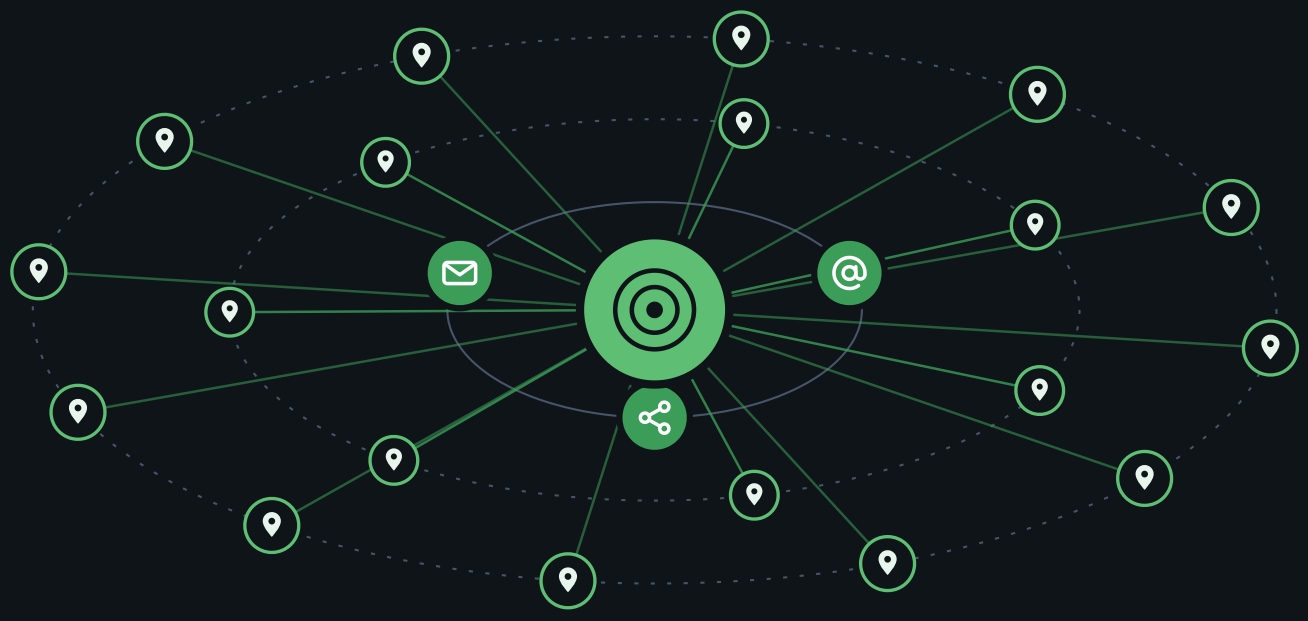
relevate ai

FRANCHISE & DEALER PROGRAMS

CUSTOMER CASE STUDY

The Top 20% of Prospects Drove More Than 70% of Sales.

Here's how one multi-location program found them.



70%+

of sales came from the top 20% of propensity-ranked prospects

12–15%

better performance than competing models in head-to-head lookalike comparisons

$2.50

in revenue for every $1 spent on email amplification

EXECUTIVE SUMMARY

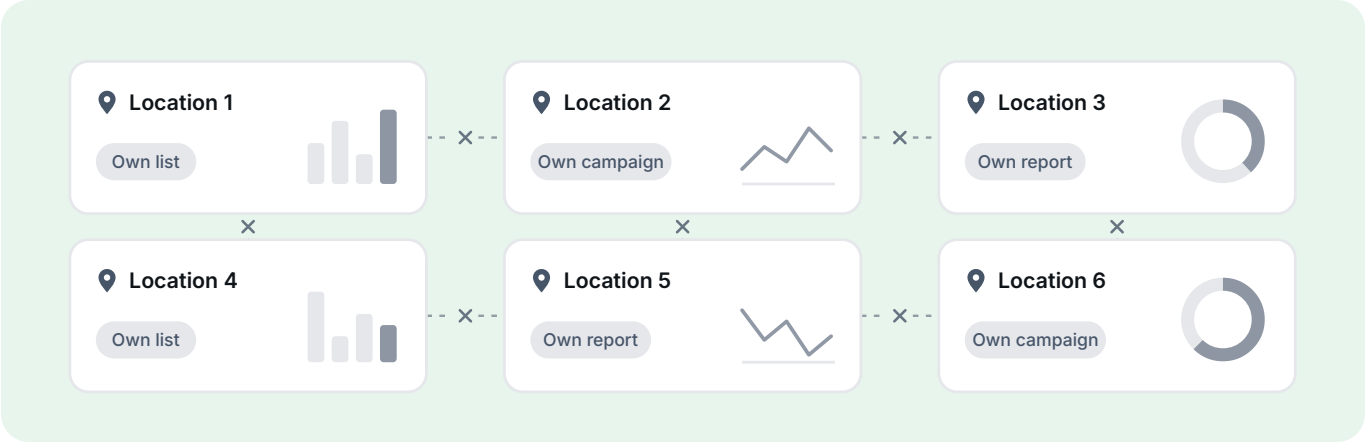
A leading multi-location brand used Relevate AI to find better prospects, match direct mail creative to each one, and coordinate mail with email and social. Relevate AI's lookalike models outperformed competing models by 12–15% in head-to-head comparisons, and the highest-ranked 20% of prospects accounted for more than 70% of sales.

For franchise and dealer marketers, it shows what changes when audience, creative, and channel decisions come from one coordinated system.

THE CHALLENGE

Driving performance across multiple locations

Multi-location marketing rarely struggles for lack of effort. It struggles because effort is scattered. In many franchise and dealer networks, each location runs its own lists, campaigns, and reporting, channels operate in isolation, and no one sees which investments work across the whole network.



The typical multi-location picture: every location optimizes on its own, and no one sees the whole network.

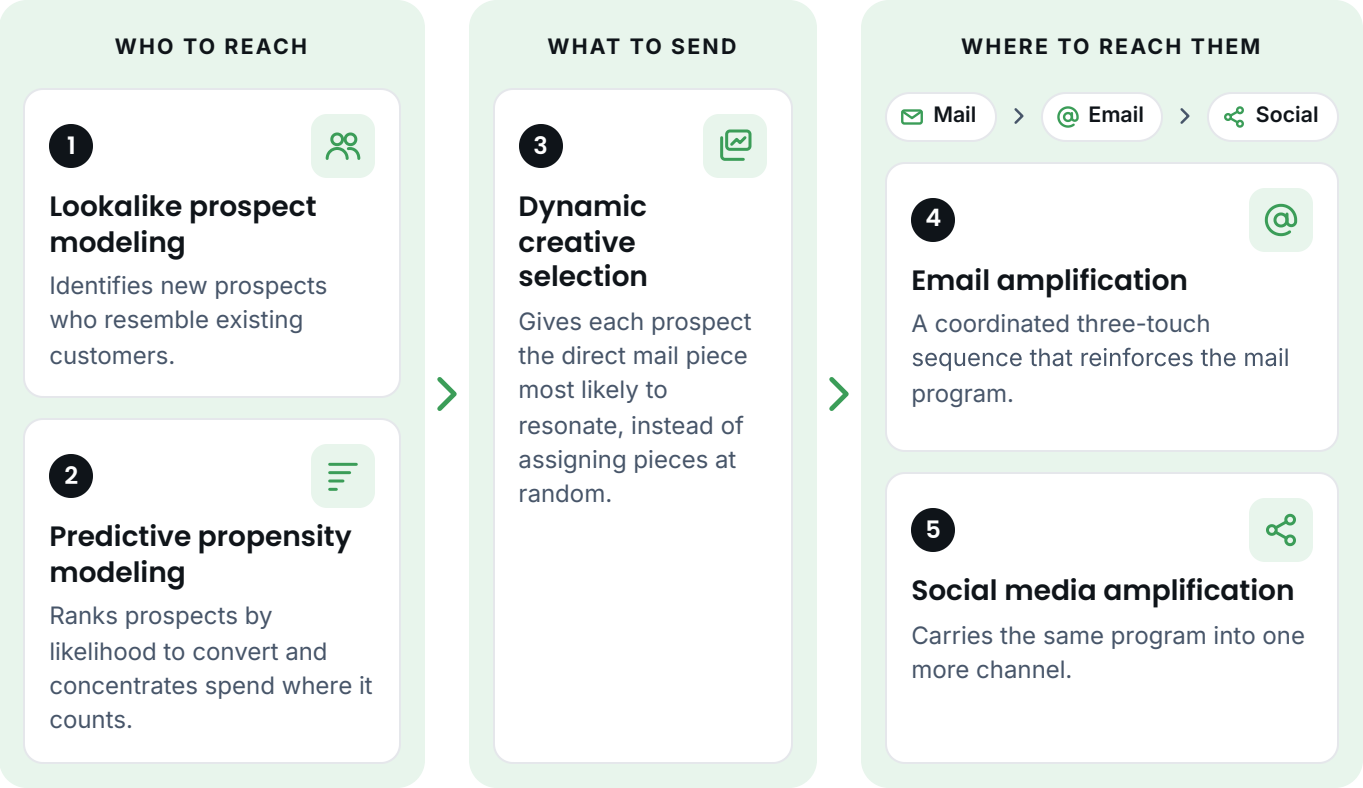
That leaves the same open questions:

- ? Which prospects are worth reaching?
- ? Which message should each one get?
- ? How should mail, email, and social work together?
- ? Where should the next dollar go?

THE SOLUTION

Smarter targeting and coordinated activation

The program applied five connected Relevate AI capabilities, covering who to reach, what to send, and where to reach them.



Measured layer by layer

Layers were tested against clear alternatives (competing models, random creative assignment, or the program without the added channel), and propensity rankings were checked against actual sales, so each capability could be assessed on its own terms.

One strategy.
Every location.

The program reflects Relevate AI's broader approach to franchise and dealer marketing: one shared audience strategy, coordinated across channels and locations, executed locally.

THE RESULTS

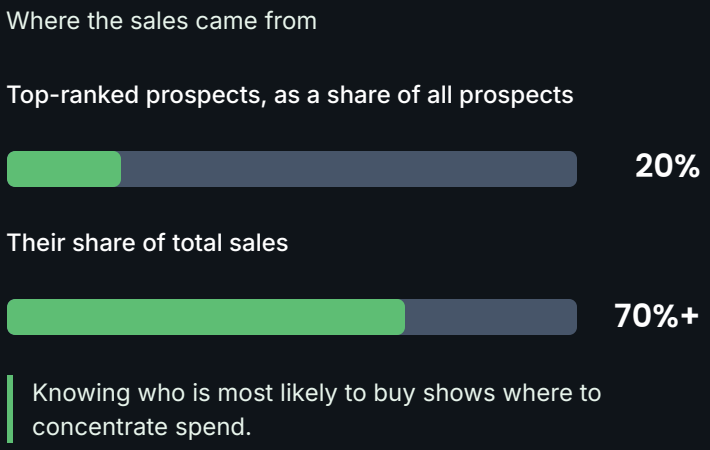
Measurable performance improvements

PREDICTIVE PROPENSITY MODELING

70%+

of sales came from the top 20% of ranked prospects

3.00+ Reported ROI, consistently at or above 3.00



Knowing who is most likely to buy shows where to concentrate spend.

LOOKALIKE PROSPECT MODELING

12–15%

Outperformed competing models in head-to-head comparisons

More of the budget reaches prospects who look like existing customers.

DYNAMIC CREATIVE SELECTION

~9%

Better than random direct mail piece assignment

The right piece for each prospect adds performance the list alone can't.

EMAIL AMPLIFICATION

~20%

Higher response rates from a three-touch email program

$2.50 in revenue for every $1 spent

Mail and email together outperformed mail on its own.

SOCIAL MEDIA AMPLIFICATION

~15%

More response, on top of the email-amplified program

A coordinated extra channel added further response.

ⓘ Each figure measures a different layer on its own terms, so results are reported individually, not combined into one number. **$2.50** is revenue per $1 spent, not net return.

WHY THIS MATTERS

For franchise and dealer programs

The lesson isn't any single number. It's what happens when audience, creative, and channel decisions come from the same system.

Spend can follow likelihood to convert

When a fifth of prospects drive most sales, propensity ranking gives every territory a clear place to start.

Creative becomes a performance lever

Choosing pieces by prospect turns existing creative into a measurable source of performance gains.

Coordination beats isolation

In this program, each coordinated channel added response on top of the one before it.

What works can scale

With modeling and creative selection in one platform, a proven approach can extend across locations instead of being rebuilt territory by territory.

Results vary by program, audience, and market, and individual locations perform differently.

See what this could look like for your network

Every franchise and dealer program has its own audiences, territories, and channel mix. In a short demo, a Relevate AI specialist will show how lookalike modeling, propensity ranking, and coordinated mail, email, and social could apply to yours.

Request a Demo

Talk to a Relevate AI Specialist

RELEVATE AI
900 2nd Ave S #1550
Minneapolis, MN 55402

TALK TO US
(612) 977-1709
info@relevate.ai

LEARN MORE
relevate.ai
Franchise & Dealer Programs

Customer identity withheld for confidentiality. Results reflect a single customer program, reported at the program level.