

Case Study



Lexus of Orland started as a charter dealer in 1989. A family owned dealership that over the past 20 years have been very proud to serve our customers from point of purchase throughout the entire ownership experience. All Lexus of Orland family members have come to enjoy and expect top quality; that's why over 75% of our customers come back to purchase another Lexus.

The Challenge

Revive their out-of-date referral program and drive more customer loyalty through a streamlined referral rewarding process.

The Solution

Combining the power of mobile lead generation and streamlining the referral process has allowed Lexus of Orland to increase their referral leads almost 20%.

The Results: Last 3 Months

-  Sales Leads: 26
-  Cars Sold: 30
-  App Downloads: 56

-  ROI: 728.90%
-  Cost Per Sale: \$154

"Our customers are just as crucial and special to our business as our vehicles and Incentivefox has helped us keep them happy. My customers enjoy the instant gratification when they receive their rewards asap and there's nobody who doesn't love money."

-Kevin Martin, Sales Manager

Incentivefox is a leading provider of digital and incentive marketing programs. Incentivefox's flagship Referral Rewards program helps dealerships to engage and to motivate their most effective sales force, their customers. Referral Reward's program automation ensures that customers are being rewarded quickly, professionally and accurately which has been proven to generate more referrals and positive word of mouth. As a direct result of Referral Rewards, dealership customers are referring more buyers and showroom traffic has increased by up to 40%. Referral Rewards delivers an unparalleled experience to both dealership personnel and their clients.