CULTIVATING ANTICIPATION WITH CADILLAC CRM

INSIGHT

The months between when a vehicle is revealed and when it's available for purchase can often be a dead zone. Limited information can cause interested customers (hand-raisers) to go "cold" and consider other brands. How can we make those months the most informative and exciting of all?

IDEA

Despite not having a physical vehicle, we kept our hand-raisers hooked with 3 distinct CRM campaigns that supported the launches of Escalade, V-Series Blackwing and all-electric LYRIQ. Each campaign offered exclusive storytelling from Cadillac designers and engineers, keeping hungry hand-raisers satisfied with multi-touch email cadences, campaign websites, video interviews and stunning portraiture.

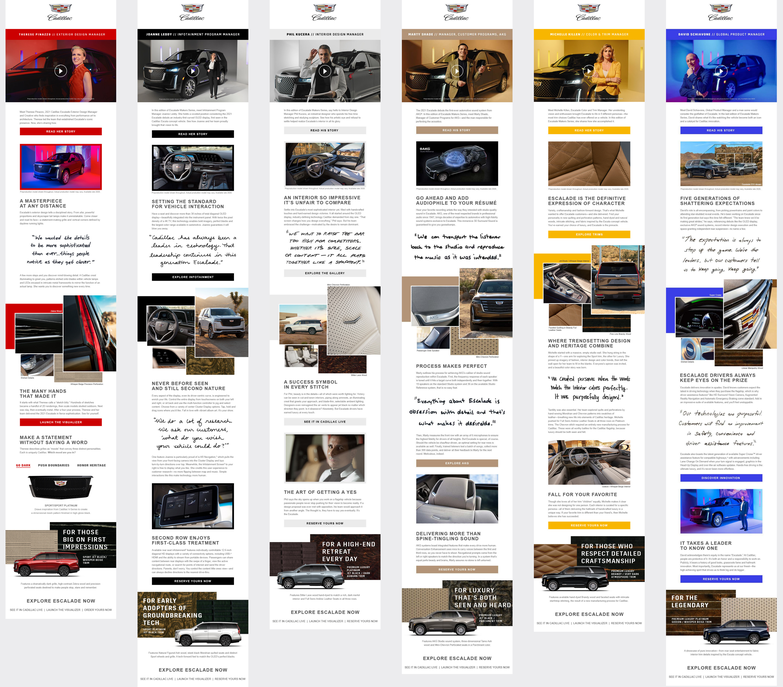
RESULTS

With Open and PCTO rates well above the benchmark for all 3 campaigns, we surpassed expected engagement, effectively turning emails into dopamine hits that built desire and future ownership for Cadillac vehicles—sight unseen.

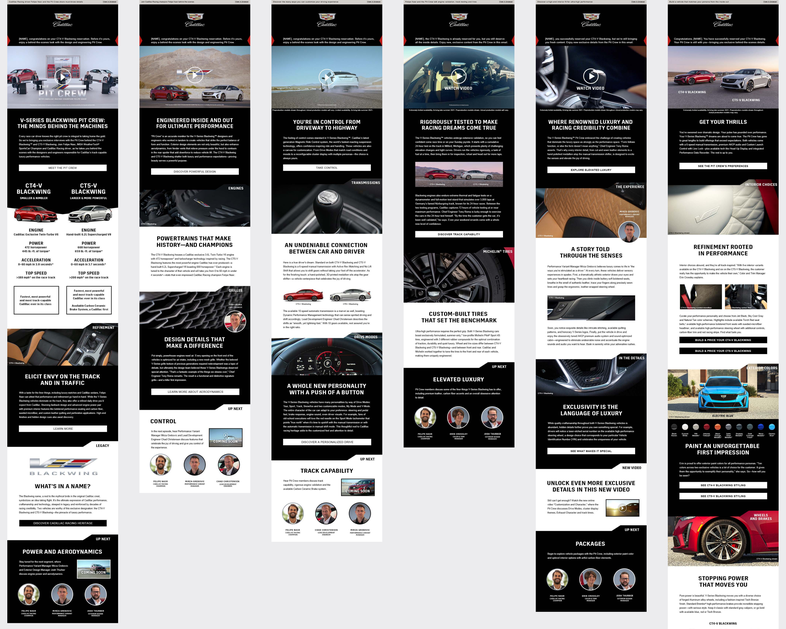
ESCALADE MAKERS SERIES	627K+ Emails Sent	+46% Open Rate	+17% Above Benchmark
THE PIT CREW WITH CADILLAC RACING CHAMPION FELIPE NASR	245K+ Emails Sent	+49% Open Rate	+18% Above Benchmark
LYRIQ CREATOR SERIES	641K+ Emails Sent	+52% Open Rate	+19% Above Benchmark

EMAIL CADENCE

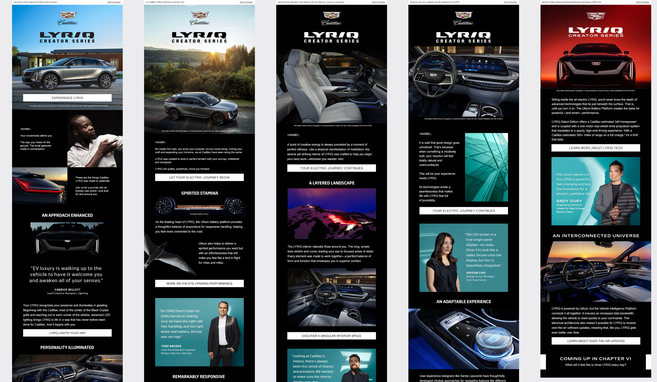
ESCALADE MAKERS SERIES



BLACKWING PIT CREW



LYRIQ CREATOR SERIES



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