



How PetrolPrices.com helped drive customers to Kwik Fit

Company Profile

Kwik Fit.com

Client sector

Automotive

Petrol Prices Solution

Member Offer

Customer since

2015

Kwik Fit is a car servicing and repair company, specialising in tyres, brakes, exhausts, MOT testing, car servicing, air conditioning recharge, oil changes and windscreen repair.

Smarter driving also means smarter servicing

There is limited money to be made from conducting MOT tests alone. To increase revenue per customer, Kwik Fit wanted to boost the number of combined MOT tests and services being booked.

The company created an offer of 20% off the combined cost of an MOT/Service – cleverly equating the savings to a whole tank of fuel for the owner of a medium/large car – to be put to a sample of PetrolPrices.com's 1.9m membership.

How PetrolPrices.com helped

Over a seven-day period, the offer was promoted in the homepage slide of the PetrolPrices.com website, with Member Offer emails sent to 200,000 randomly selected subscribers from the database of 1.9 million.

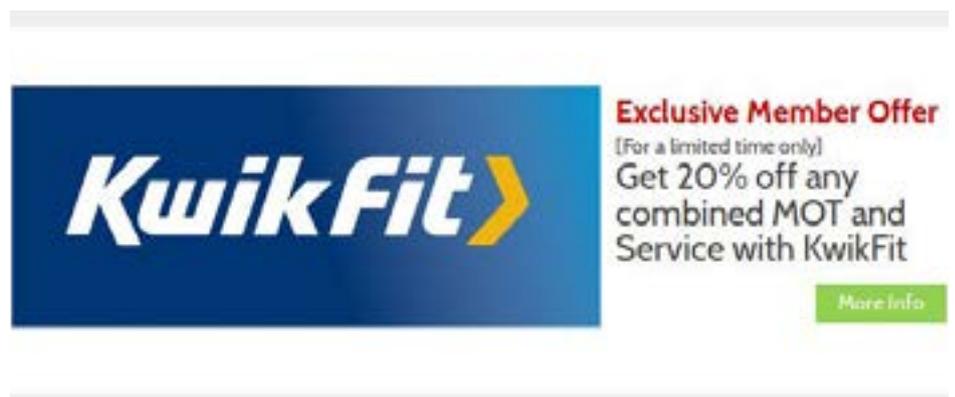


This activity was designed to test the performance of a valuable motoring offer against the needs of **PetrolPrices.com** members. There was a strong match.



Bruce Clayton

Optimus, Director
on behalf of Kwik Fit



The emails made clear the fiscal value of the offer, which has particular appeal for PetrolPrices.com members, and emphasised that the offer could not be bettered elsewhere. Clicking on the links took the member to a Kwik-Fit branded landing page to continue the process.

SOLUTION AT A GLANCE

Challenge:

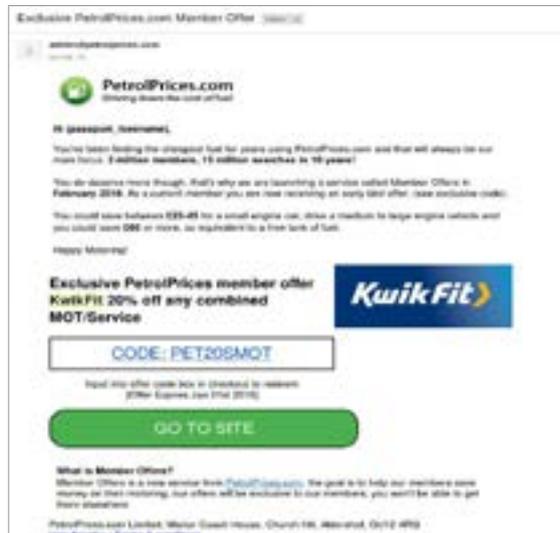
drive an increased number of combined MOT/service bookings to increase revenue per customer

Solution:

partner with **PetrolPrices.com** to deliver a cleverly pitched offer to a sample of its 1.9m members

Results:

53 new MOT/service bookings in and 7,500 clicks in a one-week period on a cost-per-lead basis



During the week, 53 confirmed MOT/service bookings were made, and some 7,500 members clicked through to the Kwik Fit site, suggesting that – while an MOT might not immediately be due – making such an offer over an extended period would bring significant further revenue to Kwik Fit.



With almost two million profiled, car-driving members, **PetrolPrices.com** is the UK's premium online publisher of fuel price data, relied on by 1.9 million members. Find out how to reach our audience for your project now: call **01252 367 2081** or email **jason@petrolprices.com**

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