

Monday Crime Alerts



- Started February 27, 2017
- Published the first day of the work week
- Emailed to entire database
 - Segmented for those in target markets with relevant regional stories as “Neighborhood Watch”
 - Everyone else receives general “National Crime Alert” aggregate
- Asks readers to either “Read the national report” blog post, or “Sign Up” for future Eyewitness emails and articles


Monday Crime Alerts (cont.)



Neighborhood Watch Report

The following incidents were reported in your area between
May 15 & May 21, 2017

Hall County, GA – Reported 5.18.17




Late Wednesday (5.17.17) evening, a woman left a fake license and phone number as collateral for a test drive in a gold Chrysler Pacifica worth \$6,000—and never returned the vehicle. The dealership has **clear photos of the woman from security cameras** installed after the dealership lost car parts to theft.

For more on this and other stories from across the nation, click the button below.

[Read the national report](#)

“Neighborhood Watch Report”
(Regional segmentation stories)



National Crime Alert


These selected incidents occurred across the country between
May 1 & May 7, 2017

Tampa, FL – 5.1.17

Following last week’s two-part investigative report by the *Tampa Bay Times*—[which reported 62% of all 2015 Pinellas County auto thieves were minors](#)—city and county leaders have condemned the child crime trend, and commit themselves to resolving the automobile theft crisis.

U.S. Congressman Charlie Crist told the *Times* that Pinellas County needs to forge “a better path forward, and **put an end to this madness.**” He has called for a meeting of community leaders to discuss the issue and practical solutions.

Sparks, NV – 5.3.17



“National Crime Alert”
(Out of market/Aggregate stories)

Monday Crime Alert Results

- Open rates have **risen ~7%** since initiative's start
 - Starting avr 17.87% on Feb. 27 (7 emails) to 24.75% avr on May 22 (8 emails)
- **30+% open rates** in some markets now "typical"
 - Baltimore/DC, Philadelphia/Pittsburgh, Chicago, Detroit, Cleveland
- **Higher CTRs** than other regional and/or unsegmented "mass" emails
- **Voluntary sign-ups to blog jumped** during the first month this initiative started
- Customers **specifically requesting** be added to the list
 - Mention it specifically as one of the emails they see regularly and remember when asked about it

These Incidents Were Reported Across The Country From 5.15.17 To 5.21.17

Osseau, WI – Reported 5.15.17

Search for MIA Truck Underway



Photo courtesy of
WEAU 13 News

Police search for a 2006 silver GMC 3500HD four-door truck, stolen from a local dealership "within the last week." The truck last had a Wisconsin license plate, XD42500, on its front bumper. If you see this truck, **please call the Osseo Police Department at 715-597-2481** ([Original article](#))

Bristol, PA – Reported 5.15.17

\$750 Scrap Metal Theft

Thieves took roughly \$750 of scrap metal from a local property. No word on whether police have identified suspects, or have recovered the missing metal. ([Original article](#))

Chicago, IL – Reported 5.16.17

Chicago SUVs Stolen from Storage, Security Sleeping at Helm

February's rash of car thefts takes a new twist, as criminals target the auto suppliers who make cars for Chicago dealerships. Thieves took 10 Ford Explorer SUVs from a warehouse storage lot during April, located about a mile away from the Ford assembly plant.

Monday Crime Alert Results (cont.)

Hello Rebecca, Ashley

I was speaking to my customer at Prestige Terence McGouran and he asked if we could add the President of Prestige to our blog and blasts for crime reports. Terence was already on there and shared on of the latest ones but Chris asked to be added

Great great job. Awesome. What's funny is Chris was actually a little hurt he wasn't on the original list and Terence was. :).

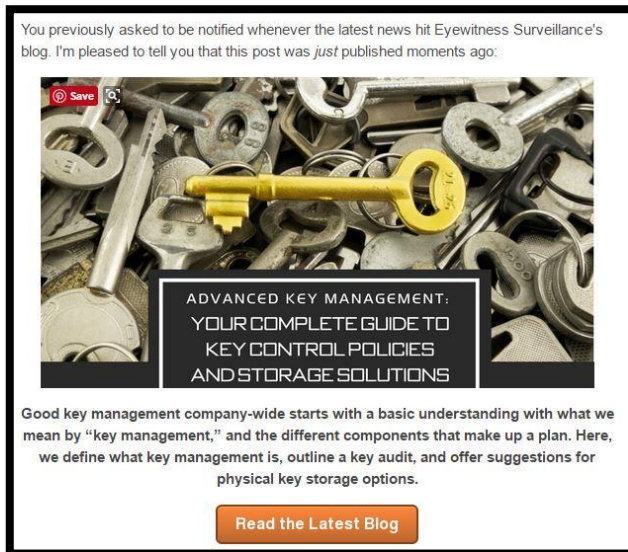
Subject: FW: Parking Garage Attendant Not Enough to Deter Chicago Thieves, Payroll Clerk Steals \$200,000+, and More

Hello Brittany,

██████████ please update your records to reflect the correct email for our store. Please remove pdemersky@driveprestige.com and replace it with my email address and also include Mr. Ralph Bencivenga, our Parts and Service Director. His email is rbencivenga@driveprestige.com

(Subject line was for that week's National Crime Alert)

Other Content Projects



- Weekly blog posts on Wednesdays
- Started emailing opt-in subscribers March 30
 - **Open rates average 53.1%; CTR avr 13.12%**
- Two long-form offer “lead magnets” based on blog collections planned June 2017
 - “Security Systems 101”
 - “Advanced Key Management”

VOC initiative expanded as national “Automotive Dealership Industry Survey” run in partnership with Ward’s Auto for week of June 5 distribution. Will gather & distribute national insights as whitepaper / infographic, while leveraging information for outbound sales & inbound marketing efforts.



Client featured in Automotive News for excellent business practices due to EWS article & outreach

(Next client “Hero Story” planned for June distribution/outreach)



Client’s excellent experience with EWS was covered on local news station and led to inquiry into lack of arrests for “victimless thefts”

