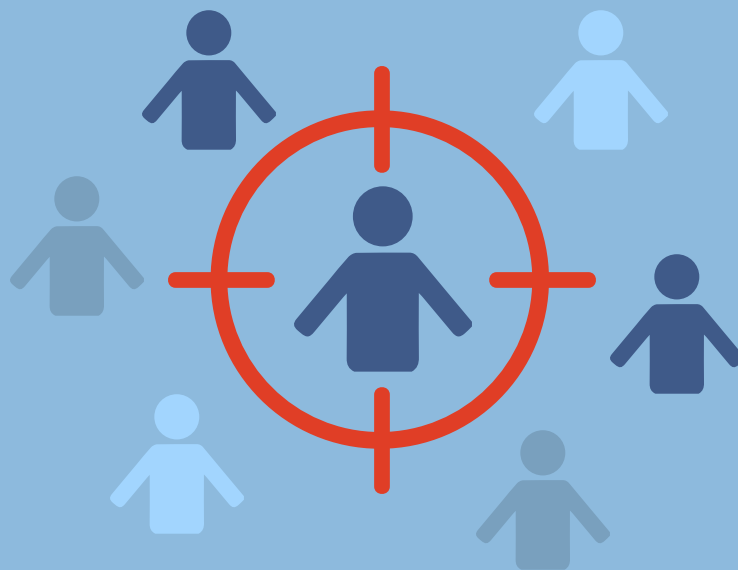




# AUTO DEALER EMAIL PROGRAM



Email Marketing that Drives  
**QUALIFIED AUTO SHOPPERS**  
to Your Dealership's website and showroom  
creating additional sales!



# HOW IT WORKS



## STEP 1: EMAIL BROADCAST

We identify the ideal prospects for your dealership using our cutting-edge targeting techniques. We then deploy a large-scale email broadcast to your target audience, ensuring full market penetration, building your online presence, and driving auto sales.



## STEP 2: TRACK YOUR RESULTS

After the broadcast, we provide you with a Tracking Report to analyze your email campaign's performance.

You will also receive a Matchback Report of everyone who received your email, enabling you to track all sales that result from the email deployment.



## STEP 3: FOLLOW UP

You will also have the opportunity to follow up with everyone who opened or clicked your email through other marketing mediums. We can provide you with interested prospects' postal addresses and/or cell phone numbers so that you can further nurture them.



# AUTO DEALERSHIP EMAIL PROGRAM BENEFITS



Large-scale email broadcasts ensure you reach all potential car buyers in your area and dominate your dealership's region.

Detailed reporting makes it easy to track each and every sale and calculate marketing return on investment.

Send printed cards or ringless VM drops to everyone who visited your website last week but did not buy a car this week.



Target  
Qualified  
Buyers



Nurture  
Interested  
Prospects



**Increase  
Sales**

## WHY US?



We know how to target.

We have unparalleled demographic, psychographic, and transactional data selects, and the marketing expertise to use them correctly.

# FREQUENTLY ASKED QUESTIONS



## WHAT'S INCLUDED IN THE PACKAGE?

Our Auto Dealer Email Program includes a large scale email broadcast, a Tracking Report on the email campaign's performance, and a Matchback Report enabling you to track auto sales. You can also purchase a mailing list and/or cell phone list of interested prospects for follow up at an additional charge.

## WHAT KIND OF RESULTS DO YOUR AUTO CLIENTS GET?

Most of our auto dealership email deployments reach around 300,000 qualified prospects and get solid open rates of 7% - 14%. After the blast is complete, we get reports of an extra 30 - 40 units selling per broadcast.



### CONTACT US

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