



AUTOMOTIVE MARKETING COMPANY

Email Marketing Built to Drive More Vehicle Sales

DAG helps dealerships reach qualified auto shoppers, drive traffic to the website and showroom, and convert marketing activity back to sold units.

Qualified Buyers

Website Traffic

Showroom Visits

Campaign Package

- Large-scale email broadcast
- Retargeting to website visitors
- Tracking report
- Sold match-back report
- Follow-up lists available



How It Works

A simple dealership growth workflow: target, deploy, track, and follow up with the shoppers who showed intent.

01



Email Broadcast

DAG identifies the ideal prospects in your market using demographic, psychographic, and transactional data selects. Then we deploy a large-scale email campaign designed to build awareness and drive qualified shoppers to your website and showroom.

02



Track Your Results

After deployment, you receive a tracking report to review campaign activity. DAG also provides a sold match-back report so the dealership can connect the marketing deployment to resulting vehicle sales.

03



Follow Up & Retarget

Continue the conversation with people who opened, clicked, or visited. Dealers can retarget through social media and may purchase postal or cell phone follow-up lists for interested prospects.

Built for dealership accountability

Not just clicks - reporting is designed to help connect campaigns to real showroom and sales outcomes.



Why Dealerships Use DAG

Reach the right shoppers, measure the results, and create more opportunities to sell vehicles.

● Target Qualified Buyers

Large-scale email broadcasts help you reach potential car buyers in your market at a fraction of the cost of traditional TV and print advertising.

● Nurture Interested Prospects

Follow up with people who opened, clicked, or visited your website, then keep your dealership in front of them through retargeting.

● Increase Sales

A campaign is only valuable when it can be tied back to dealership outcomes. DAG reporting is built to help track ROI and sold units.

Campaign Expectations

~300K qualified prospects reached in many deployments

10-15% solid open-rate range reported by auto clients

30-40 extra units over a 45-day period reported as average dealership lift

Dealer-focused data advantage

DAG combines targeting data, campaign deployment, retargeting, and match-back reporting for a complete acquisition workflow.



Frequently Asked Questions

What is included in the package?

Includes large-scale email broadcast, website retargeting, tracking report, and sold match-back report. Optional mailing and cell-phone follow-up lists are available.

What kind of results do auto clients get?

Most deployments reach around 300,000 qualified prospects, with reported open rates of 10% to 15% and average lift of 30-40 extra units over 45 days.

Who is this for?

Franchise and independent dealers seeking more website traffic, showroom opportunities, retargetable audiences, and clearer sales attribution.

Is this Legal, Compliant and is my Dealership protected?

DAG follows all CAN-SPAM regulations, manages opt-outs, and ensures proper consent before sending. This protects your dealership from fines, blacklisting, and email law violations.

CONTACT DAG

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