

Personalized Communications For Your Market

Dealership-wide Solutions

Managed Marketing Solutions

Ask Yourself...

- ? Am I wasting valuable ad dollars on unsuccessful marketing campaigns?
- ? Do I have the right tools to attract additional and repeat business?
- ? How do I capture orphaned service customers?
- ? Do I have the manpower, time, and expertise to create targeted and effective marketing campaigns?

The average advertising expense per new vehicle sold is \$653.¹ What would it mean to your business to reduce your advertising budget by 50%?

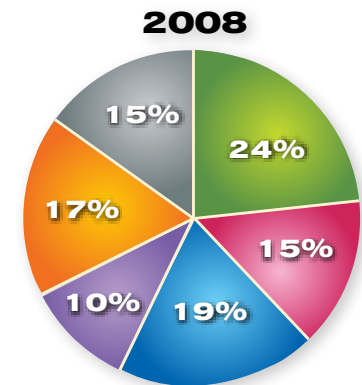
Expect Results

- Reduce your dealership's advertising cost per sale, automate customer communications, and increase customer loyalty.
- Proven and measurable increase of sales and service profits and more effective advertising for your business.
- Spend less on advertising and see results by shifting to a direct communication mentality and targeting specific customer segments.
- Increase your market reach and gain up to a 20% lift in individual e-mail addresses through an e-mail append process that segments from the individual level.

¹NADA Data, 2009

²Polk Dealer eBusiness Performance Study

Are your ad dollars hitting the target?



Average Dealership Advertising Expenditures by Medium

- Newspaper
- Direct Mail
- Radio
- Internet
- Television
- Other

Over 50% of advertising dollars are spent on mediums that cannot be tracked. Don't waste your money advertising in the wrong places. Target the right customers, with the right message **in the right way**, at the right time.

Source: NADA Data, 2009

About Managed Marketing Solutions

Increase revenue by targeting the right customer with the right message at the right time, using the right channel. Your dedicated Marketing Analyst reports the results of each sales or service campaign and works with you to create effective marketing messages that address the specific needs of your target audience.

Reports enable you to track your campaign return on investment (ROI) and see historical success.

	Database Management	Direct Mail	Email	Voice	Total
Investment this Month	\$599.00	\$2,625.00	\$1,198.00		\$4,422.00
Customers and Interaction					
Customer Interaction		2,550	6,866	0	9,416
Unique Customers		2,550	4,251	0	6,672
Vehicle Sales					
Confirmed Match		3	11	0	14
Confirmed Sales Gross Profit		\$5,060.76	\$11,020.14	\$0.00	\$16,080.90
Potential Match		2	2	0	3
Potential Sales Gross Profit		\$2,628.78	\$2,682.48	\$0.00	\$3,756.78
Service Sales					
Service Match		18	304	0	317
Service Gross Profit (Total Gross x 52%)		\$6,063.46	\$34,752.77	\$0.00	\$39,726.24
Response Rate and ROI					
Response Rate		0.90 %	7.46 %	N/A	5.01 %
Cost Per Contact		\$1.03	\$0.17		\$0.47

Summary reports, with the ability to drill down to specific deals, provide verifiable results.

In a recent month, our e-mail campaigns attained a **\$36 return for every \$1 invested**. Our service marketing initiatives are achieving a **60% customer return rate**. We have a dedicated Marketing Analyst who runs and creates the campaigns with no effort from us – no need to hire and train new staff.

Scott Harris, President
Bill Harris Auto Center

Highlights

- Reach out to segmented customer groups with targeted marketing campaigns.
- Market from a more comprehensive database with accurate vehicle and household customer and prospect data.
- See measurable results and track successes to evaluate future opportunities.
- Eliminate ineffective ad spending to increase your overall profit and ROI.

Take charge! Let Managed Marketing Solutions help you conquer the complexity of customer communications and advertising with a comprehensive, data-driven marketing program.



MAKING BUSINESS BETTER.