



Easily Accessible E-mail Addresses

Dealership-wide Solutions for ERA®

U.S.

Open the door to cost-effective marketing, reduce expenses, meet compliance standards, and easily match a customer's postal address and e-mail address with E-mail Append.

E-mail Access

Over thirty percent of e-mail addresses change every year, so keeping an accurate e-mail database for customer contact is a difficult and costly task. Reach your targeted audience and save time, money, and effort by using E-mail Append to capture customer e-mail addresses and automatically write them into your ERA system. The system works by:

- Searching over 750 million deliverable e-mail addresses and sourced Internet Service Providers for matches to your customer Name File.
- Sending opt-in/opt-out messages to the addresses that match the dealership's Name File.
- Updating customer opt-in/opt-out information to your ERA system, including e-mail addresses.
- Synchronizing with Reynolds Contact Management to add e-mail addresses or Dealership Do Not E-mail privacy flags to customer records.

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JUL 18, 2008 EMAIL APPEND                               Store 01 ACCTG01 PORT 5008 0557
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1. Email Append Update (Y/N)                               Y
   (M=Monthly, 0=One Time)                               0
2. Start MMYYYY / End MMYYYY 01/2007 / 01/2009
3. Run Day (of month) / Time          6 / 16:30
4. User Id to Email notifications      JOHNDOE
(LINE#) (S=STATUS) (E=ENTER) (M=MODIFY)
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JUL 18, 2008 EMAIL APPEND                               Store 01 ACCTG01 PORT 5008 0557
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Last Email Append Output File created      : MM/DD/YYYY at HH:MM
Number of Name Id's to process             : NNNNNN
*Note: It takes at least 15 to 30 days to complete the entire process.
Email/Opt Out Update to ERA                : MM/DD/YYYY at HH:MM
- Email Addresses / Opt Out flags returned : NNNNNN / NNNNNN
(C=CONTINUE)
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E-mail Append for ERA®

Beneficial Impact

E-mail Append can make a real impact on your business, helping you protect your profits, increase efficiency, and make the most of your time.

- Save time by instantly updating ERA with the only e-mail update service that has exclusive rights to also populate data within Reynolds' Contact Management.
- Avoid excessive charges from third-party companies that bill for each e-mail record matched and automatically update information, saving time and reducing data entry errors.
- Reduce direct mail costs and postage expenses by sending e-mails to contact your customers.
- Maximize marketing penetration by leveraging e-mail addresses from your Name File that can be updated monthly or on-demand, not limited to search schedules.

Meant to be Followed

Effectively and easily reach your targeted audience. By contacting only the customers that have opted-in to receive communications, you can easily keep your dealership compliant and avoid spam fines that can cripple your operations. Violations of federal regulations can cost \$250 per e-mail and can accumulate to as much as six million dollars. E-mail Append helps identify customers that do not wish to receive e-mails. These details are recorded in Contact Management with E-mail Address and Dealership Do Not E-mail privacy flags, preventing unwanted e-mails from being delivered and saving you from costly fines.

Powered by:

AcquireWeb

Enhance Your Business

Take steps to improved profits, efficient marketing, and simplified customer correspondence. Locate and match the e-mail addresses you need to stay in-touch with your customers and increase your marketing capabilities by using E-mail Append for ERA.

For more information on E-mail Append, please contact your Reynolds Account Manager, call 800.767.7879, or e-mail marketing@reyrey.com.



MAKING BUSINESS BETTER.