



AUTOMATED & INTELLIGENT MARKETING CAMPAIGNS

MAYBE EVEN BETTER THAN A FACE-TO-FACE CONVERSATION

Ongoing Customer Communication and Precise Engagement are Key to a Successful Dealership

Prime your dealership to build individualized customer relationships by streamlining monthly communications and delivering the right message at the right time.

Powerful Algorithms Can Be Your Best Assistant

AutoAlert's data-packed algorithms find the best leads for you and drive customers to your dealership. Then, pertinent messages steer individualized communication efforts.

By gaining a 360° view of consumer insights and behavioral triggers, you can effectively interact with your customers and turn them into engaged alerts – bringing them that much closer to a sale.

Sit back and enjoy these data-delivered benefits:

✔ Personalized Customer Insights

Filter data into individual customer preferences for tailored engagement.

✔ Data-Driven Outreach

Prioritize proactive, data-driven outreach over waiting around and reactively responding – ensuring timely and relevant communication.

✔ Dynamic Messaging

Connect opportunities to customers precisely, delivering the perfect message at the right time.



Dealerships Experience a **50% Reduction in Time Spent Identifying Top Customer Target Opportunities!**

Automatically Increase Success with Customer-Centric Communication

Marketing campaign tools that possess the power of automation provide messages and incentives unique to each customer.

One-to-One Marketing allows your dealership to build individualized customer relationships by streamlining monthly communications and delivering the right message at the right time.

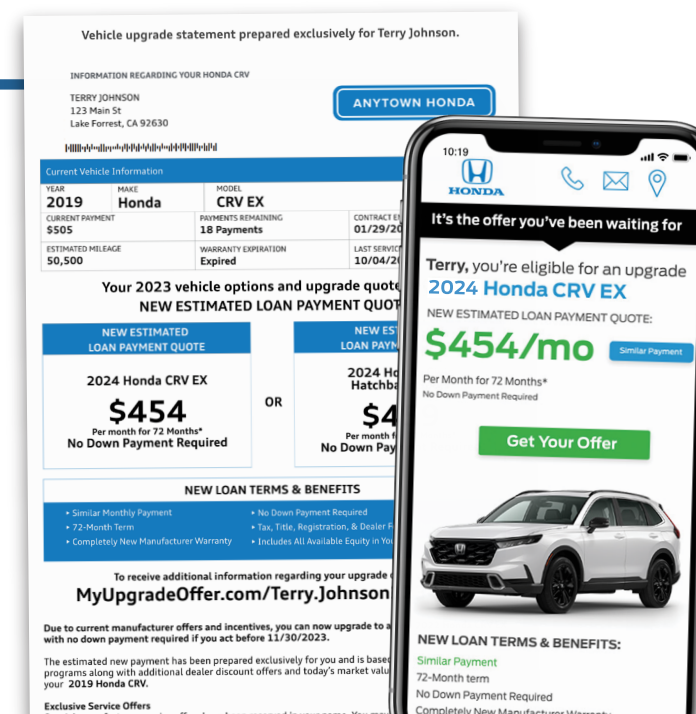
Ongoing customer communication and precise engagement are key to a successful dealership, and AutoAlert's campaign tool is the perfect way to have those one-to-one connections. Our messages and incentives are unique to each customer, giving them real offers in real time!



“We have been VERY pleased with the results of the campaigns AutoAlert deploys each month. The results have been night and day compared to what we did before using One-to-One. Best of all, they have helped increase our retention and moved the needle on new customer acquisition with their highly effective conquest campaigns.”

Your Customer Receives Targeted Upgrade Offers Each Month:

- ✔ Personalized landing page
- ✔ Personalized offer letter with branded envelope*
- ✔ Responsive browser views
- ✔ Two personalized emails



Customers who receive both direct mail and email communications make purchases at a **55% higher rate.**

*Not all OEMS approve the branded envelope. Please connect with a sales associate on your OEM's approval.

Bob Tasca, VP Tasca Automotive Group / CEO Tasca Racing

Use Your Data Effectively to Gain a Deep Understanding of Your Customers

One-to-One Marketing aims to create a highly personalized and relevant experience for each customer. It mobilizes automation to nurture leads with relevant content and offers.

By personalizing interactions, providing relevant information, and automating follow-up, dealerships can create a more engaging and satisfying customer experience, ultimately driving customer loyalty and increasing sales.

Some benefits received from implementing the automated power of AutoAlert

One-to-One Marketing include:

✔ **Customer Segmentation:**

Once data is gathered and analyzed from various sources, your customer base is divided into segments based on demographics, behavior, preferences, and other relevant factors.

Detailed customer profiles are created to understand each segment's specific needs and interests.

✔ **Personalized Content:**

Utilize automated email campaigns with personalized content, including special

offers, vehicle recommendations, and maintenance reminders.

Provide individualized promotions, discounts, or incentives based on a customer's purchase history or preferences.

✔ **Digital Presence:**

Implement personalized landing pages that provide additional details

Leverage social media platforms to deliver personalized content and engage with customers.

✔ **Text Message Marketing:**

Implement automated SMS campaigns for personalized communication, including appointment reminders, exclusive offers, and updates on new vehicle arrivals.

Use two-way texting for customer inquiries and communication.

✔ **Automated Follow-Up:**

Set up automated follow-up sequences after customer interactions, such as test drives or inquiries.

Create a Virtual, Prioritized Line of Eager Buyers

Standing out and engaging with your customers effectively is crucial in a competitive market. AutoAlert's Marketing Products empowers you to do just that. Our approach lets you identify top prospects earlier in their buying cycle and implement proactive marketing via multiple channels. Filter your customers forward and transition them into a new vehicle, enhancing both their experience and your dealership's revenue stream.

Here are a few more incentives for an enhanced all-inclusive marketing plan:

1.

Comprehensive Customer Tagging and Tracking:

Maximize your marketing reach and potential by tagging and tracking every customer in your database, ensuring every potential lead goes untapped.

2.

Proactive Monthly Unique Email Offers for Your Entire Database:

100% of your eligible database receives monthly personalized digital offers. These emails are designed to lead customers to personalized landing pages, enhancing the overall customer experience.

3.

Engaging and Converting Customers:

Customers who engage with your marketing materials are more likely to become engaged customers. This targeted approach results in a higher conversion rate, enabling your team to make warm calls rather than cold ones.

Automation enables marketers to focus on strategy, creativity, and analyzing data rather than getting bogged down by manual and repetitive tasks. By incorporating automation into direct and digital marketing, dealerships can save time and resources and deliver more targeted and personalized experiences to their customers.

Harness the Power of Both Digital and Direct Marketing and Unlock a Lift of 21X ROI!

Proactive Digital and Direct Marketing consistently delivers personalized, timely, and relevant messages tailored to your customers' journeys, helping you identify top prospects earlier in their buying cycle and transition them into a newer vehicle.

Some of the features you receive with AutoAlert One-to-One Marketing include:

- ✓ Mail & Email Campaigns
- ✓ Pre-Owned, Buy-Back, Used-to-Used, & Factory Order Templates
- ✓ Multi-Vehicle Offers
- ✓ Comprehensive Reporting
- ✓ Call Tracking
- ✓ Digital Retailing Integrations
- ✓ Video Marketing
- ✓ Tagging & Tracking Consumer Behaviors
- ✓ Real-Time Engagement Alerts
- ✓ Personalized Landing Pages
- ✓ Social Media Ads
- ✓ Adjustable Service Coupons

Take advantage of the opportunity to improve customer engagement, boost conversions, and elevate your marketing efforts.

Are you ready to unlock the full potential of your dealership's highest-converting leads? AutoAlert's One-to-One Digital and Direct Marketing is here to transform the way you engage with your prospects and customers.

CLICK THE LINK IN THE PAGE BELOW TO LEARN MORE ABOUT AUTOALERT'S ONE-TO-ONE MARKETING OR SCHEDULE A DEMO

