



**MARKETING PROGRAM FOR SELECT DEALERSHIPS THAT INTEND TO
CONQUEST IN-MARKET BUYERS IN THEIR MARKET AREA!**



MAKE YOUR COMPETITOR'S CUSTOMERS, YOUR NEXT SELL

Data Services

Email is quickly becoming a very cost-effective direct marketing and customer retention tool. We can enhance your customer database with email appends from our 200 Million+ opt-in records, or clean up your data with National Change of Address (NCOA) and Email Change of Address processing (ECOAA).

Automotive New Customer Acquisition (NCA)

Don't just target your current clients; increase your customer base by attracting new clients. Our NCA program focuses on targeted lists of consumers which our algorithms can either see in market shopping now, or predict will be in market in the near future. By suppressing your current customer database, every campaign is focused on New Customer Acquisition of in-market buyers. And the results are unmatched in the industry. This program can have DMS integration or a full third party Sold Match Report.

This program also includes our full Google Analytics and Campaign Tracking Dashboard.

Guaranteed Automotive New Customer Acquisition

In addition to the NCA we would run a full analysis of your dealership performance paired with your dealership marketing area. Based on our research and the identified in-market targets, **we can then qualify the dealership for our 30, 40, 50 or 60 unit, 7 week Guaranteed Campaign for as low as \$350 to \$400 a car.**

3 Reasons Guaranteed Conquest Marketing Should Be Part of Your Advertising Line Up:

- Your Dealer Branded Message Targets your Competition's Customers every 2 weeks.
- Google Analytics Verifies New Visitor Traffic and High Engagement Time on Your Own Web Site.
- **Only Pay for Performance** – The Conquest Sales are sourced to the Targeted Campaign List.

***Your campaign is also targeting consumers who have purchased from competing dealers as well as your lost/inactive customers due to change of address or email information**



DRIVE A STEADY FLOW OF NEW VEHICLE TRAFFIC TO YOUR ONLINE SHOWROOM, PUTTING YOUR DEALERSHIP'S SALES AND SERVICE OFFERS IN FRONT OF IN MARKET BUYERS, AND DEVELOPING DEALER SPECIFIC NARROWNESS TOWARDS YOUR DEALERSHIP RIGHT FROM THE BEGINNING OF THEIR VEHICLE SEARCH AND BUYING CYCLE.

**We use real time behavioral analytics to determine automotive shopping intent. For Example if you chose 50,000 emails of consumers in market for the next 30 days, they will not be the all the same 50,000 consumers that are in the market in 45 days from now. We will pull or run "Fresh Data" at the time of each deployment to catch new entry behavior into the market. it makes for the best data you can get. But above and beyond that count, 321 would look for "persuadables" in the data and back fill with people who we predict should be coming into to market or are at the tipping point. (examples would be: they have a 15 year old child that turns 16 in the next few weeks or they have a historic buying trend of a new purchase every four years and that four year mark is next month.) There are numerous more examples.

This Goal is to cause and add some High Level Disruptors to your Dealership's possible customer sales funnel and generate more leads.

HAVING THE BEST DATA, MAKES ALL THE DIFFERENCE

Email Data Source

The Opt In Email database is built from our OWN EXCLUSIVE online and offline sources such as surveys, registrations, subscriptions, and point of purchases, etc. Most other email companies are data *aggregators*, meaning they buy their data from numerous data compilers and will not know the quality of the data until after they buy it.

The majority of compilers then sell and resell the data to numerous companies/aggregators to make a profit. We does not resell to aggregators, **We reserve the data for our own marketing campaigns and clientele.**



Own Proprietary Behavior, Persuadable, and Predictive Algorithms

Our technology is able to accurately target New In Market Buyers Shoppers who Opt-In to receive Automotive offers in your market area. We have access to online and real world activities, such as purchases and interests of consumers. Our ability to track what consumers search and view, how and what they engage in with social media, what ads they click on, their browsing habits and e-commerce activities give 321 Automotive the clear advantage in Targeting Your Next Customer.

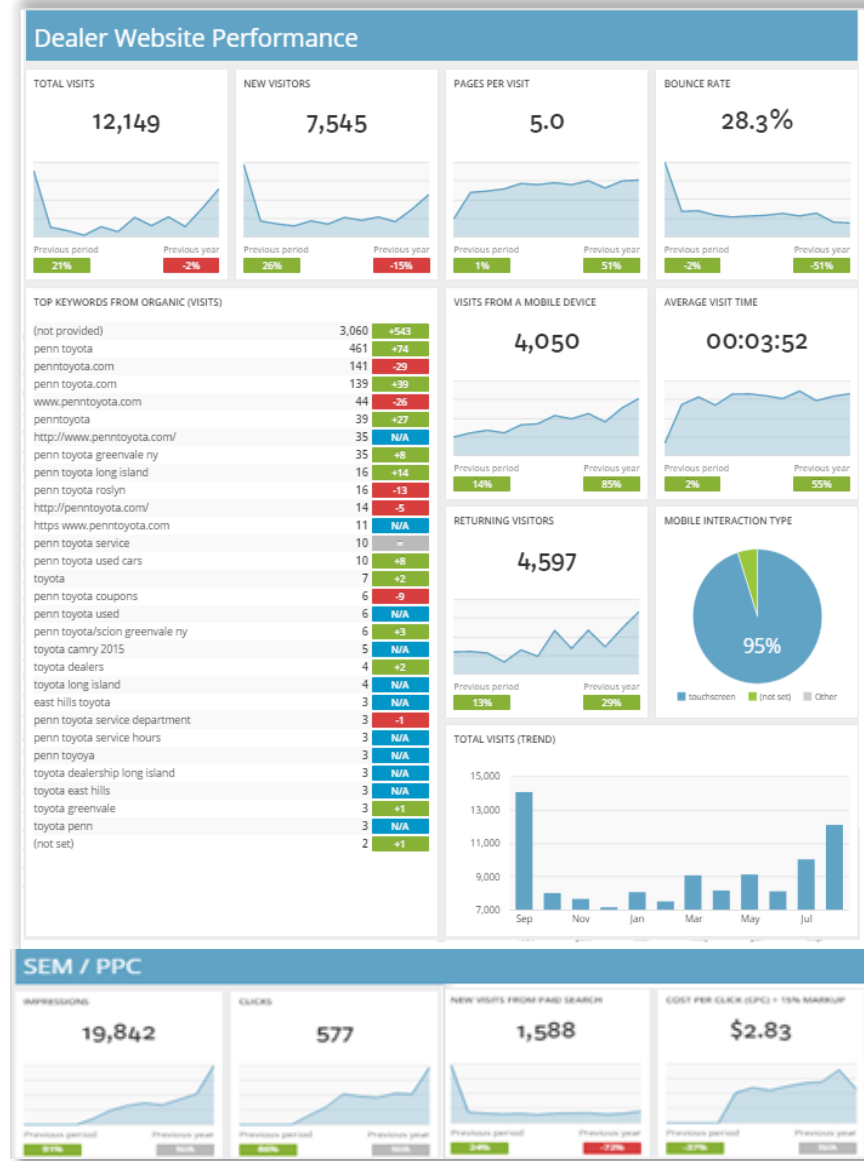
Delivery To The Consumers INBOX

We own hundreds of email servers All across the U.S. We are also a “white-listed” sender with FEEDBACK LOOPS with all the major ISPs (Gmail, Yahoo, Hotmail, AOL, AOL Web Mail, Windows Live and MSN, Earthlink, AT&T, Comcast.)

Part of our commitment to **ensuring delivery to the INBOX**, we use AWS, stagger email volume in bursts, and monitor Spam Filters such as Norton AntiSpam, McAfee Spamkiller, Barracuda Networks, Mailblocks, MailShield, MailWasher, Oddpost, SpamAssassin, SpamFighter, ChoiceMail, SpamButcher, Spameater Pro, Spam Inspector, Spam Interceptor, SpamPal, Spam Sleuth to name a few.

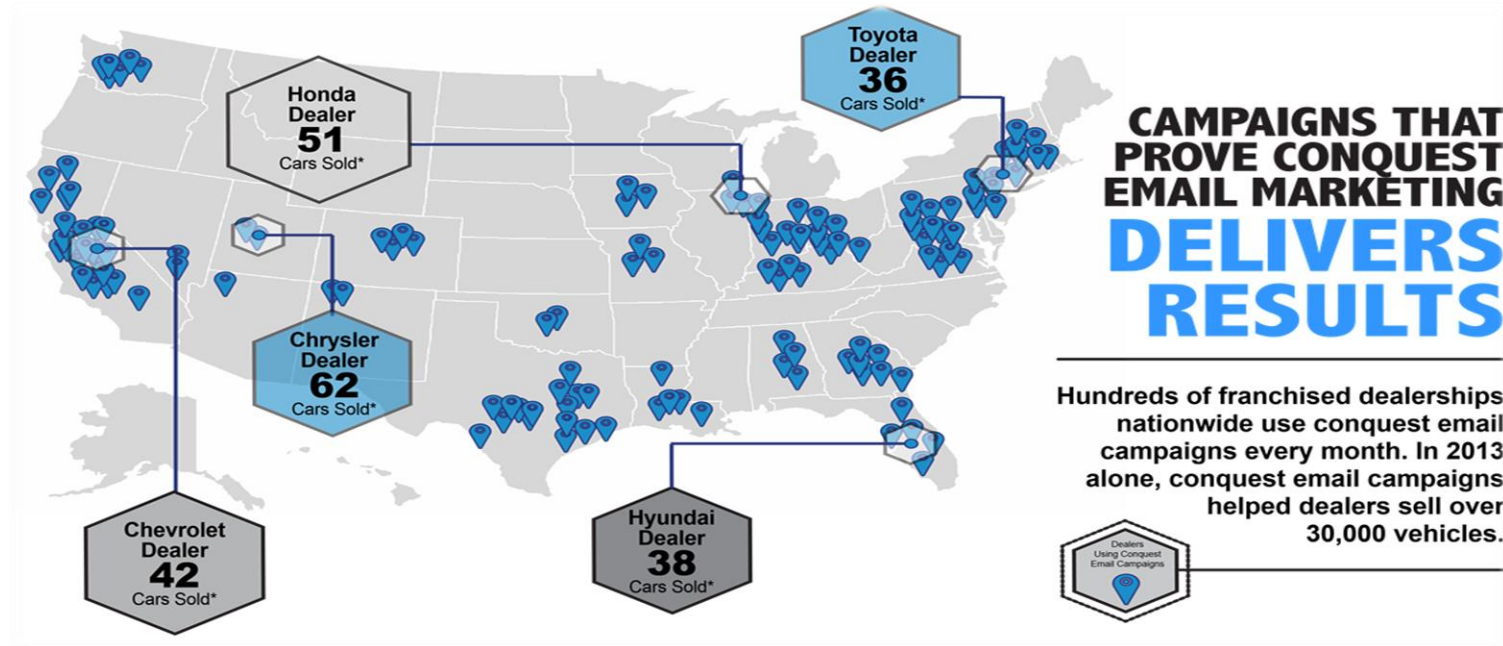


Custom Dashboard Reporting Example



REAL RESULTS

AS OF 2014 OVER 92% OF
VEHICLE BUYERS START THEIR
PURCHASE RESEARCH ONLINE.
JD POWERS - SEPT. 2014



CAMPAIGNS THAT PROVE CONQUEST EMAIL MARKETING DELIVERS RESULTS

Hundreds of franchised dealerships nationwide use conquest email campaigns every month. In 2013 alone, conquest email campaigns helped dealers sell over 30,000 vehicles.

PROVEN RESULTS

Whether you are a domestic, import or luxury dealer, our turnkey program has been proven effective for all brands and market.

| MANUFACTURER | GEO - AREA | SALES GOAL | UNITS SOLD |
|--------------|----------------------|------------|------------|
| Hyundai | Tracy, CA | 30 | 38 |
| Mitsubishi | Gainesville, GA | 30 | 46 |
| Kia | Kenner, LA | 30 | 45 |
| Toyota | Clinton, NJ | 30 | 35 |
| Ford | Glenolden, PA | 30 | 38 |
| Chrysler | Clinton Township, MI | 50 | 68 |
| Volkswagen | Atlanta, GA | 30 | 36 |
| Nissan | Matteson, IL | 40 | 53 |
| Chevrolet | Ocean Township, NJ | 30 | 40 |
| Acura | Seattle, WA | 30 | 31 |
| Buick | Norman, OK | 30 | 47 |