

Increase sales with our Direct Mail Services - Get the customers you want before your competition does!

Our **Direct Mail Campaigns** help you reach the right customer at the time they're ready to buy, helping you to sell more cars.

Direct Mail Services

OUR DIRECT MAIL SOLUTIONS:

- We specialize in using LIVE CREDIT DATA
- Proprietary Algorithms get the industry's highest response rates
- Quick turnaround to meet mailing timelines
- Personalized look and feel reflects your dealership image

DIRECT MAIL EXAMPLES:



Vehicle Buy Back

Target specific makes and models for trade-in opportunities



Payment or Interest Rate Reduction

Target customers with refinance or new purchase



In-Market

Target people most likely to buy a vehicle within six months



Pre-Screen Mailers

Provide firm offer of credit for auto loans



Service Specials

Drive people back in for service



Lease Termination

Target end of lease customers

About Our Data

We have over 100 attributes to select from, allowing dealers to select the exact type of customer that they can get financed or target specific customers that fit the manufacturer's finance specials (e.g. 0% financing for 60 months).

Available Data Points Include:

- Credit Score
- In-market Customers
- Current Loan Information
- Customers who have applied for an auto loan within the past 24 hours
- Repo and Bankruptcy Background
- Year, make, model and VIN, and "new" or "used" status of vehicle
- Income Filters

Direct Mail Benefits

- We work with all three credit bureaus for the most complete,
- Management of your campaigns and programs for a consistent look across all designs
- Customized mail and envelopes with the highest open rates in the industry
- We stay current on CFPB and compliance laws; data never leaves our facilities
- Integration with all major CRMs and ILMs
- Market analysis to ensure optimal mailing list quality
- Ability to select exact customer profile for each campaign