

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

**QuickScan** from 700Credit is a powerful mobile document scanner that provides dealerships real-time confirmation of the legitimacy of a customer's driver's license and identity at the top of the sales funnel.

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

## Direct Mail Benefits

- We work with all three credit bureaus for the most complete, accurate data
- 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

# 9 REASONS WHY DIRECT MAIL HELPS DEALERS WIN CUSTOMERS

Automotive dealers, like you, have a tough job when it comes to customer acquisition. With so much competition for prospect's attention, it can be difficult to start a relationship with them.

So, what should you do?

In a world where 74% of people feel overwhelmed by email and they distrust pop-up ads, you can set yourself apart by capitalizing on direct mail's uniqueness and effectiveness.

The response rates for direct mail are better than other direct marketing media and have improved over time. In 2020 the DMA (Data & Marketing Association) reported that direct mail's response rate was 4.9% for prospect lists and 9% for house lists.

Direct mail marketing offers incredible targeting capability. In fact, the ability to target your audience accurately with a mailing list is arguably the most important part of direct mail.

## Direct Marketing Success Rule

40% of your campaign's success depends on the mailing list.

20% of your campaign's success depends on the creative.

40% of your campaign's success depends on the offer.

With different characteristics to choose from, you can target your ideal prospect with pinpoint accuracy - down to the household - or individual level.

When you send a direct mail piece to someone, they are more likely to trust your message. In an independent survey where consumers were asked which channels they trust more when making a purchasing decision, a whopping 76% said they trusted direct mail. Perhaps even more interesting, consumers appeared to trust traditional advertising channels over digital channels when making a purchase.

In one recent study, a neuromarketing research firm found direct mail's motivation response is 20% higher than digital media's. In other words, direct mail more effectively persuades readers than digital does.

Getting your message remembered by your audience is difficult. Time is a valuable commodity, and everyone is busy. Studies prove that direct mail is memorable; more memorable than digital media. Direct mail "involves more emotional processing, which is important for memory and brand associations." Mail generated "more brain responses connected with internal feelings, suggesting greater 'internalization' of the ads."

When it comes to creativity in direct mail, the sky is the limit. Multiple formats abound in direct marketing. You can choose letters with custom envelopes or extra-large or thick postcards, your choices are virtually endless.

When you use predictive modeling for your direct mail campaigns, you can improve your results significantly. Instead of an educated guess at who you should mail to, a scientific approach identifies the attributes that are predictive indicators that someone is likely to buy from you.

According to a Marketing Charts study, direct mail was found to be the top purchase influencer among Baby Boomers, beating recommendations from friends and family.

Remember that many people ignore their inbox, but almost everyone checks their mail daily.

Direct mail, combined with digital, makes for a powerful combination.

For example, you can send your audience an email introducing your offer, then send a mail piece that more thoroughly explains your offer, then follow-up again with an email.

You can also combine direct mail with digital display where you continuously display an ad over the course of several weeks while sending one or two mail pieces during that same period.

Whether you look at the incredible response rates, the trust factor, the targeting or the persuasiveness, direct mail is an effective way to gain more customers.