





MarketPro3

Marketing Campaigns



Active

Customers that serviced with you in the last 12 months.







MONTHLY STRATEGY



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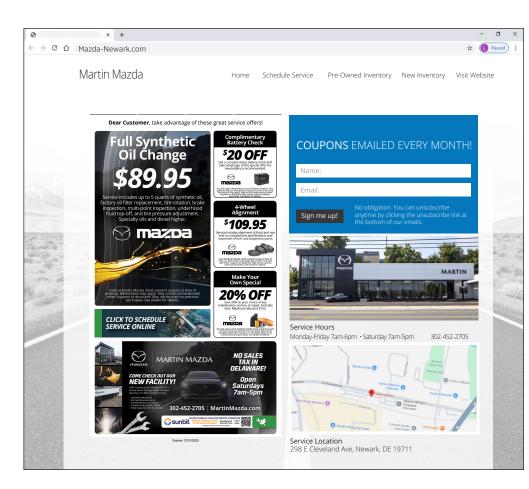




SID







24/7 ACCESS



Inactive

13 to 24 months since this Customer serviced with you.

INTELLIGENT DIRECT MAIL





MONTHLY STRATEGY



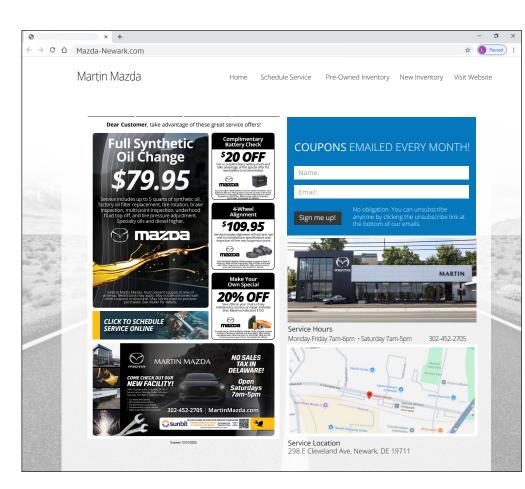
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EMAIL **CAMPAIGN**



2 X PER MONTH





24/7 ACCESS



Lost 25 to 42 months since this Customer serviced with you.

INTELLIGENT DIRECT MAIL





MONTHLY STRATEGY



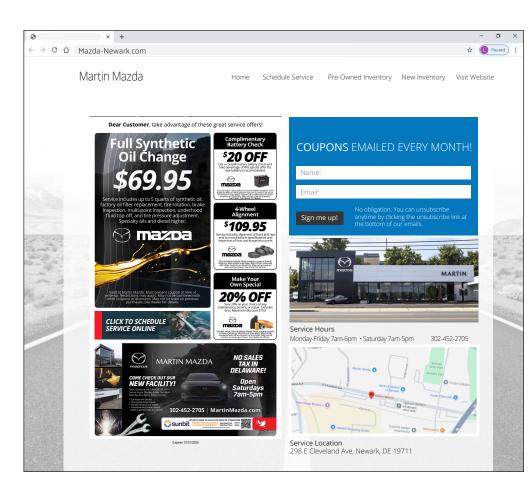
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MAIL **CAMPAIGN**









24/7 ACCESS



New VIN

Customers that own your vehicle make and have no sales or service history with your dealership.







MONTHLY STRATEGY



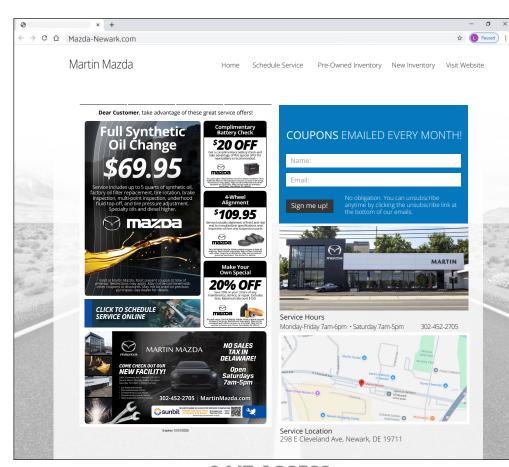
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2 X PER MONTH





24/7 ACCESS

Recall

Customers that have outstanding recall notices.









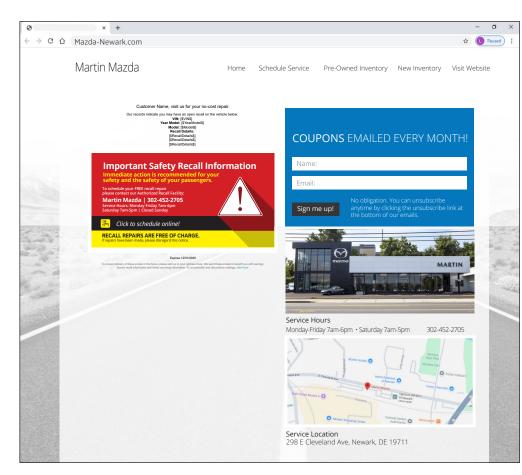






1 X PER MONTH





24/7 ACCESS

MONTHLY STRATEGY



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Building Partnerships

through focused marketing solutions.

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