automotive Mastermind[®]

Hi [FIRST NAME],

Thank you for continuing to leverage Predictive Marketing Campaigns. Together, we've learned the power of personalization and witnessed your continued success.

2017 Results in a Nutshell



Dealer Partners achieved
3X more Mastermind
sales by running
Marketing Campaigns
vs. those who did not
market at all



44% average open rates more than double the industry benchmark of 20%



Average click to open rate was 39% or 13x the industry benchmark of 3%



Dealer Partners achieved 15% more sales by mailing to the maximum potential audience



Dealer Partners who invested in Marketing Campaigns in first quarter 2017 outperformed those who did not by 4.4% in the second quarter



The average cost per sale for our campaigns was \$128 or 1/5 of the NADA reported spend

Tap into the extensive experience of your Dealer Relations Manager to develop the best campaign for your dealership.



February Opt-In period is fast approaching.

Speak to your Dealer Relations Manager today for your February Campaign Consult



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