



Hi Contact Name,

Please review the settings of your Exclusive Private Sale event scheduled for 07/16/14. We are excited to be a part of Williamson Chrysler's marketing strategy and look forward to a successful sales event with your team!

Your Advantage Invite settings are below. This information will be sent to our design team so they can create a unique invite design and call to action for each group of invitees. Your Account Manager at EPS will also receive a copy of this document and verify that all settings are correct.

If you selected to include Conquest mailers or Upgrader mailers, EPS will contact you to discuss the details & options for these.

Exclusive Private Sale Event Details

Event Start Date: 07/16/14

Event End Date: 07/22/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 1 To 1.5 Years Ago

Total Lead Count: 1773

Lead Group - 1

Report Type: Vehicle Class

Report Description: This report will allow you to separate your customer leads based on one or more vehicle classes. By targeting an individual vehicle class we can send them mailers and invites that match the current type of vehicle they drive - for example, if you target Trucks, we can send invites with images of your current truck line-up, or of a

particular truck model you have many of on your lot. Choose the class(es) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. We suggest not picking more than 3 for a report.

Report Settings

0: full_size_cars,mid_size_cars,small_cars,suvs,crossovers,trucks,vans,green_cars,two_seater_cars,unknown, 0: 0

Lead Count: 172

Lead Group - 2

Report Type: Finance Rate (APR)

Report Description: Nobody likes paying subprime interest rates. Bring back your old customers with a Private Sale invite that focuses on the possibility of a lower interest rate based on improved credit scores. This is a great way to target a specific audience that has high residual F&I value. By default, selecting the Subprime option will return all customers with vehicle loans with an APR of 8.5% or higher. We've also allowed you the ability to extract a specific APR range. Use this option for customized targeting.

Report Settings

Min: 10, Max: 50000

Lead Count: 264

Lead Group - 3

Report Type: Monthly Payment Range

Report Description: This report will extract records based on the monthly payment that your customers have. Want to target those buyers who can afford a specific monthly payment? Use the "minimum payment field" to set a limit. Or maybe you want to target budget vehicle purchasers – use the "max payment field" to set a cut off.

Report Settings

Min: 30000, Max: 50000

Lead Count: 333

Lead Group - 4

Report Type: Used vs. New Vehicle Purchase

Report Description: Once a new car buyer, forever a new car buyer. Don't waste your

efforts on trying to sell used cars to people that only buy new and vice versa. As an additional option you can apply an additional filter based on vehicle class and get a list specific to New Truck Purchasers for example.

Report Settings

new: small_cars,suvs,crossovers,trucks, 0: 0

Lead Count: 1003

Lead Group - 5

Report Type: Vehicle Out of Warranty

Report Description: No options necessary for this report. Running this will pull out all records that have no warranty on their vehicle. Our invites will focus on the pain points of not having any warranty on a vehicle and the benefits of buying a new one from your dealership during your Private Sale event. Note: We do not recommend using this as the first report you run.

Report Settings

vehicle_warranty: no_basicwarranty_6months_powertrain, 0: 0

Lead Count: 1

Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :\$2358.09

Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$2358.09
Versioning	\$340.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
Total Event Cost	\$5698.09