



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 06/18/14. 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: 06/18/14

Event End Date: 06/25/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 2 To 2.5 Years Ago

Total Lead Count: 234

### **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**

Report Settings Field: full size cars,mid size cars,small cars,suvs,crossovers,trucks,vans,green cars

Lead Count: 0

### **Lead Group - 2**

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**

Report Settings Field: mid size cars,small cars,suvs,crossovers

Lead Count: 58

### **Lead Group - 3**

Report Type: Local or Out of town

Report Description: Target your customers based on their location to you. Or exclude all out of towners by using this as your first report and then de-selecting the Lead Group at the next step.

### **Report Settings**

out\_of\_town: full\_size\_cars,mid\_size\_cars,small\_cars,crossovers,trucks, 0: 0

Lead Count: 97

### **Lead Group - 4**

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: 25

Lead Count: 12

## Lead Group - 5

Report Type: Fuel Economy

Report Description: Got a new fuel efficient model in your line-up? We'll invite those past customers that own fuel efficient vehicles to your Exclusive Private Sale with an invite just for them. Simply enter in the range of Fuel Economy you would like to focus on and let us do the rest. For more uses of this report contact your rep at EPS or view our help guide or our special guide to creating Private Sale Events that deliver results.

## Report Settings

From: 15, To: 25

Lead Count: 67

## Exclusive Private Sale Invite Details

Invite Size : Standard Invite

Invite Cost :\$3032.38

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$3032.38
Versioning	\$255.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$128.70
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$6416.08</b>