



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 06/27/14. 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: 06/27/14

Event End Date: 06/28/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 2 To 3 Years Ago

Total Lead Count: 245

### **Lead Group - 1**

Report Type: Competitors Vehicle Owners

Report Description: Because you sell used vehicles too, not all your customers get to enjoy your dealerships amazing vehicles. It's time for these heathens to convert. We'll send them an invite to your next Private Sale with a special focus on getting into a

#manufacture#[insert manufacturers name here based on dealership account details].

### Report Settings

:

Lead Count: 245

### Lead Group - 2

Report Type: Drive Type

Report Description: This report will allow you to separate your customer leads based on the Drive Type of the vehicle they last purchased. By inviting your past customers to a sale event based on drive type we can use their buying preferences to provide a more enticing sale event with the vehicles they want being the focus of their invite. Choose the Drive Type(s) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. Note: If you would like to separate your entire list based on all Drive Types please select "Drive Type" from our pre-configured list

### Report Settings

0: rwd, 0: 0

Lead Count: 0

### Lead Group - 3

Report Type: Drive Type

Report Description: This report will allow you to separate your customer leads based on the Drive Type of the vehicle they last purchased. By inviting your past customers to a sale event based on drive type we can use their buying preferences to provide a more enticing sale event with the vehicles they want being the focus of their invite. Choose the Drive Type(s) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. Note: If you would like to separate your entire list based on all Drive Types please select "Drive Type" from our pre-configured list

### Report Settings

0: awd, 0: 0

Lead Count: 0

### Lead Group - 4

Report Type: Drive Type

Report Description: This report will allow you to separate your customer leads based on the Drive Type of the vehicle they last purchased. By inviting your past customers to a sale event based on drive type we can use their buying preferences to provide a more enticing sale event with the vehicles they want being the focus of their invite. Choose the Drive Type(s) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. Note: If you would like to separate your entire list based on all Drive Types please select "Drive Type" from our pre-configured list

## Report Settings

0: 4x4, 0: 0

Lead Count: 0

## Exclusive Private Sale Invite Details

Invite Size : Standard Invite

Invite Cost :\$500.00

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$500.00
Versioning	\$0.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$3500.00</b>