



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 07/25/14. 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: 07/25/14

Event End Date: 07/26/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 1 To 1.5 Years Ago

Total Lead Count: 188

### **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: small cars,suvs,crossovers,trucks,vans,two seater cars

Lead Count: 147

### **Lead Group - 2**

Report Type: Performance Vehicles

Report Description: Want to promote something a bit different? Use this report to target owners of high horsepower/high torque vehicles in specific vehicle classes. Our invite mailers will reflect a performance theme based on the class of vehicle(s) you pick. 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: suvs,crossovers,trucks, 0: 0

Lead Count: 0

### **Lead Group - 3**

Report Type: Fuel Type

Report Description: This report will allow you to separate your customer leads based on the Fuel Type of the vehicle they last purchased. Choose the Fuel 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 Fuel Types please select "Fuel Type" from our pre-configured list.

### **Report Settings**

gas: full\_size\_cars,mid\_size\_cars,small\_cars,suvs,crossovers, 0: 0

Lead Count: 21

### **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: trucks,vans,green\_cars, 0: 0

Lead Count: 0

## Lead Group - 5

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

dealership\_brand: 0, 0: 0

Lead Count: 20

## Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :\$729.44

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$729.44
Versioning	\$170.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$103.40
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$4002.84</b>