



Hi Contact Name,

Please review the settings of your Exclusive Private Sale event scheduled for 06/25/14. 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: 06/25/14

Event End Date: 06/26/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 2 To 5 Years Ago

Total Lead Count: 1529

Lead Group - 1

Report Type: Specific Model Pull

Report Description: This report will allow you to separate your customer leads based on a single vehicle model. By targeting a single vehicle model we can send them mailers and invites that match the current type of vehicle they drive. Pick your target model from the

drop down list.

Report Settings

Vehicle Manufacturer: RAM, Vehicle Models: 1500

Lead Count: 0

Lead Group - 2

Report Type: Specific Model Pull

Report Description: This report will allow you to separate your customer leads based on a single vehicle model. By targeting a single vehicle model we can send them mailers and invites that match the current type of vehicle they drive. Pick your target model from the drop down list.

Report Settings

Vehicle Manufacturer: Dodge, Vehicle Models: Grand Caravan

Lead Count: 1149

Lead Group - 3

Report Type: Specific Model Pull

Report Description: This report will allow you to separate your customer leads based on a single vehicle model. By targeting a single vehicle model we can send them mailers and invites that match the current type of vehicle they drive. Pick your target model from the drop down list.

Report Settings

Vehicle Manufacturer: Dodge, Vehicle Models: Caravan

Lead Count: 93

Lead Group - 4

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

Report Settings Field:

Lead Count: 9

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: 278

Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :\$2033.57

Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$2033.57
Versioning	\$255.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
Total Event Cost	\$5288.57