



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 06/26/14. 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: 06/26/14

Event End Date: 06/30/14

Advertising Options: N/A

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 2 To 2.5 Years Ago

Total Lead Count: 326

### **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

Lead Count: 291

### **Lead Group - 2**

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**

local: trucks,vans, 0: 0

Lead Count: 8

### **Lead Group - 3**

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: 23

### **Lead Group - 4**

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: Avenger

Lead Count: 3

## 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

0: 0, 0: 0

Lead Count: 1

## Exclusive Private Sale Invite Details

Invite Size : Standard Invite

Invite Cost :\$510.30

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$510.30
Versioning	\$340.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$3850.30</b>