



*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: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 1 To 1.5 Years Ago

Total Lead Count: 36

### **Lead Group - 1**

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: 0

### **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**

Out Of Town: trucks

Lead Count: 3

### **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**

:

Lead Count: 28

### **Lead Group - 4**

Report Type: Monthly Payment Range

Report Description: This report will extract records based on the monthly payment that your customers have. Want to target those buyers who can afford a specific monthly payment? Use the "minimum payment field" to set a limit. Or maybe you want to target budget vehicle purchasers – use the "max payment field" to set a cut off.

### **Report Settings**

Min: 30000, Max: 500000

Lead Count: 5

### Lead Group - 5

Report Type: Unknown

Report Description:

### Report Settings

Diesel: full size cars,mid size cars,small cars,suvs,crossovers,trucks,vans,green cars

Lead Count: 0

### Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :\$139.68

### Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$139.68
Versioning	\$170.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$7.20
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$3316.88</b>