



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 05/21/14. 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: 05/21/14

Event End Date: 02/27/15

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 2 To 2.5 Years Ago

Total Lead Count: 759

### **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: full size cars,small cars

Lead Count: 683

### **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**

Report Settings Field: 4x4

Lead Count: 0

### **Lead Group - 3**

Report Type: Fuel Economy

Report Description: Got a new fuel efficient model in your line-up? We'll invite those past customers that own fuel efficient vehicles to your Exclusive Private Sale with an invite just for them. Simply enter in the range of Fuel Economy you would like to focus on and let us do the rest. For more uses of this report contact your rep at EPS or view our help guide or our special guide to creating Private Sale Events that deliver results.

### **Report Settings**

From: 1, To: 8

Lead Count: 76

### **Lead Group - 4**

Report Type: Trade In Value

Report Description: Info coming soon

## Report Settings

From: , To:

Lead Count: 0

## Lead Group - 5

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:

Lead Count: 0

## Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :\$1267.64

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$1267.64
Versioning	\$85.00
AutoPen	\$273.24
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$4625.88</b>