**Direct Mail Benefits of Dealer Marketing Services**

1. Reseller for all 3 credit Bureaus – allows us to get the most accurate and freshest credit data
2. EI3PA Certified – not many companies with Experian Data that have accomplished this task
3. Equifax, Experian, and Transunion have vetted us and our data handling practices – we are over compliant for our customers
4. Fulfillment Center – the data never leaves our facility. We handle everything from purchasing the list to customized mailers and produce everything in house. With the CFPB and new compliance laws, we are ahead of the curve by being a fulfillment center. Most companies that are not doing their own fulfillment are being closed down and are forced to use companies like us.
5. Diamond Award winner from Auto Dealer Monthly for Direct Mail – this was voted on by the dealers.
6. Customized mail pieces and envelopes – gets the highest open rates in the industry
7. We guarantee our results -we are not looking for a one time mailer – we want to build long term relationships with our customers and have them use us for years to come. We have mail clients that have been with us for over 9 years, since our programs work.
8. All programs interact with every CRM and ILM.
9. Full service BDC to help with phone calls and appointment setting for all mail programs. (Ensure our dealers get the best results, Customer contact and actual appointments that show up in the store, along with CSI follow up)

**Data Benefits**

1. Reseller for all 3 credit bureaus
2. Market Analysis for customers to ensure the best quality list is provided (higher open rates and responses)
3. Over 100 Attributes for dealers to select from – This allows the dealers to select the exact type of customer that they can get financed or target specific customers that fit the Manufactures Finance Specials (like 0% financing for 60 months).
4. Most common attributes – Credit Score, Current loan information (interest rate, balance and monthly payment), No Repos in last 12 months or Multiple repos ever, Bankruptcy selects (open 13’s, discharged 13’s and 7’s), Open Autos, Multiple open autos, Income Filters, Age Filters**, In Market Customers that have applied for an Auto loan in the last 24 hours at a competitor store**, Homeowners, Renters,. These are just a few examples of what we can do with Data.
5. We take the time with our Dealership clients to make sure they get the exact list that will work for them. (Every store and market is different). We have analytic data for every market, this way we know what actual works and will not waste our customer’s efforts or money. The list is the most important part of any campaign.
6. **Conquest Data – very accurate year, make and model information. We can also target people that own multiples of a specific make. We can help our Ford dealerships target any completion like Chevy and Dodge for example. This can help Ford get crossover sales from other Manufactures and capture more of a Market Share.**