



\$16,000 OFF MSRP New 2015 Ford F-150
[VIEW INVENTORY >>](#)



\$11,000 OFF MSRP New 2016 Ford SUPERDUTY
[VIEW INVENTORY >>](#)



\$5,250 OFF MSRP New 2016 Ford EXPLORER
[VIEW INVENTORY >>](#)



\$5,400 OFF MSRP New 2015 Ford MUSTANG
[VIEW INVENTORY >>](#)

Case Study

Automotive Dealership

SUBJECT LINE:

Booming Deals in January

TARGETING:

1. Truck and SUV Owners, Auto Year 2003-2015 in a 25 mile radius of dealer ship zip
2. Auto Intenders in a 20 mile radius of dealer ship zip
3. Consumers in a 15 mile radius of dealer ship zip

Case Study

Automotive Dealership

LOCATE A DEALER NEAR YOU
[FIND A DEALER >>](#)

VALLEY CHEVY DEALERS

**YOU DON'T HAVETO WAIT UNTIL
BLACK FRIDAY
TO GET A GREAT DEAL**

NOW AT YOUR VALLEY CHEVY DEALERS

MAKE A STRONG DECISION

2016 SILVERADO 1500 CREW CAB LT ALL STAR

SILVERADO QUALITY
Strength. Reliability. Advanced technology.

The new Silverado pairs brains with brawn to build upon the legacy of the most dependable, longest-lasting full-size pickup trucks on the road. Not only that, Silverado was awarded the "Highest Ranked Large Light Duty Pickup in Initial Quality, Two Years in a Row" by J.D. Power.

20% OF MSRP CASH BACK! 0% FOR 72MO

FIND YOUR TAG

Get a deal on a 2016 Chevy Malibu LT or Chevy Cruze LT!
Get to your Valley Chevy dealers today for this special deal today! See your Valley Chevy dealers today and drive away with the most awarded car. Hurry in and see your Valley Chevy dealers today!

2016 MALIBU LT

View Vehicle Locate a Dealer

FIND YOUR TAG, GET

20% OF MSRP CASH BACK

OR

0% APR FOR 72 MONTHS

On select remaining 2016 Malibu vehicles in stock

2016 CRUZE LT

View Vehicle Locate a Dealer

FIND YOUR TAG, GET

20% OF MSRP CASH BACK

OR

0% APR FOR 72 MONTHS

On select remaining 2016 Cruze vehicles in stock

SUBJECT LINE:

Get Your Black Friday Deal!

TARGETING:

1. Auto Intenders - Conquest Emails (Ford, Dodge, Ram, Nissan, Honda, Chrysler)
2. 50 mile radius of dealer ship zip

Quantity: 190,000

Opens: 9.52%

Clicks: 1.36%

Case Study

Automotive Dealership

In the Matteson Auto Mall at I-57 & Rt. 30

Luxury YOU CAN Afford!

New 2016 Lincoln MKX FWD
Lease for **\$399***
Per Mo. for 36 Mos.

0.9% for 60 mos PLUS

\$1,500 Competitive Retail Conquest Bonus Cash!

OR

\$500 Bonus Cash!

\$1,500 Competitive Retail Conquest Bonus Cash!

New 2016 Lincoln MKZ FWD
Lease for **\$289***
Per Mo. for 36 Mos.

New 2016 Lincoln MKC FWD
Lease for **\$289***
Per Mo. for 36 Mos.

New 2015 Lincoln MKS FWD
Lease for **\$359***
Per Mo. for 36 Mos.

[Click Here To Schedule An Appointment Today!](#)

SUBJECT LINE:

Upgrade Program!

TARGETING:

20 mile radius of Dealership zip

1. Credit Score 600+
2. Auto Intenders
3. HHI \$50k-\$250k

Original Campaign:

Opens: 10.84%

Clicks: 1.52%

Re-Broadcast to the Openers Campaign:

Opens: 12.18%

Clicks: 1.42%

Case Study

Automotive Dealership

PICK 'EM!
EXECUTIVE DEMO & SERVICE LOANER SALE

3 SERIES | Your Choice! From only **\$159** per month! | 5 SERIES

Sample offers: *Stock# 17945. Brand New 2017 BMW 320i Sedan, \$150/mo plus tax for 24 months, \$4,995 down plus drive-off due at delivery. Includes BMW FIG Loyalty and all other applicable rebates. Stock# 29611. \$150/mo plus tax for 24 months, \$5,998 down plus drive-off due at delivery. Includes BMW FIG Loyalty and all other applicable rebates. Stock# 29667. \$150/mo plus tax for 24 months, \$6,777 down plus drive-off due at delivery. Includes BMW FIG Loyalty and all other applicable rebates. All offers end January 31, 2017.

<p>2016 BMW 328xi Lease for Only \$159 Mo + Tax*</p> <p><small>*24 Months on approved credit. \$2,888 down customer cash at inception plus tax, tag, license, 1st payment, all applicable manufacturer credits and rebates and \$0 security deposit plus \$0.00 FIG Loyalty. Dealer. Lessee responsible for excess wear and tear and \$0.20/mile over 10,000 miles per year. 1 at these terms. VIN# 33392. Offer ends 1/31/17.</small></p>	<p>2017 BMW 320i Lease for Only \$159 Mo + Tax*</p> <p><small>*24 Months on approved credit. \$4,995 down customer cash at inception plus tax, tag, license, 1st payment, all applicable manufacturer credits and rebates and \$0 security deposit plus \$0.00 FIG Loyalty. Dealer. Lessee responsible for excess wear and tear and \$0.20/mile over 10,000 miles per year. 1 at these terms. VIN# 14324. Offer ends 1/31/17.</small></p>
<p>2016 BMW 535i Lease for Only \$159 Mo + Tax*</p> <p><small>*24 Months on approved credit. \$6,777 down customer cash at inception plus tax, tag, license, 1st payment, all applicable manufacturer credits and rebates and \$0 security deposit plus \$0.00 FIG Loyalty. Dealer. Lessee responsible for excess wear and tear and \$0.20/mile over 10,000 miles per year. 1 at these terms. VIN# 33393. Offer ends 1/31/17.</small></p>	<p>2016 BMW 535i Lease for Only \$159 Mo + Tax*</p> <p><small>*24 Months on approved credit. \$6,777 down customer cash at inception plus tax, tag, license, 1st payment, all applicable manufacturer credits and rebates and \$0 security deposit plus \$0.00 FIG Loyalty. Dealer. Lessee responsible for excess wear and tear and \$0.20/mile over 10,000 miles per year. 1 at these terms. VIN# 33393. Offer ends 1/31/17.</small></p>

ONLY AT **BMW OF SAN FRANCISCO**
The Bay Area's Fastest Growing Pre-Owned BMW Center
Call for details: (888) 397-4754
www.facebook.com/bmwofsf

NEW YEAR, ENDLESS POSSIBILITIES.

SUBJECT LINE:

New Year, New Lease Specials

TARGETING:

Auto Intenders, HHI \$100K+ within a 15 mile radius of location

Results:

Opens: 11.87%

Clicks: 1.32%

Creative Examples

NEW INVENTORY | USED INVENTORY | VIEW ALL SPECIALS | VALUE MY TRADE | APPLY FOR CREDIT

get into the **new** sales event

2015 FOCUS 2016 ESCAPE 2016 FUSION

0% APR FOR UP TO 60 MONTHS! PLUS **\$5000** TOTAL SAVINGS OFF MSRP
 PLUS TRADE IN YOUR CURRENT FORD AND GET AN EXTRA \$2000 IN TRADE ASSISTANCE!

NEW 2015 FORD F-150 SUPERCREW XLT TX ED
 NEW 2016 FORD F-250 CREWCAB 4X4

32% OFF Total Savings Off MSRP with Ford Financing!
\$13,000 Total Savings Off MSRP with Ford Financing!

VIEW F-150 INVENTORY »
 F-150 Ex. 364# F01488 MSRP: \$44,990. Total Savings include: \$2500 Retail Customer Cash + \$2250 Retail Customer Cash + \$500 Bonus Customer Cash + \$1000 F150 Special Retail Customer Cash + \$784 Guts Discount.

VIEW F-250 INVENTORY »
 F-250 Ex. 564# F02004 MSRP: \$69,930. Total Savings include: \$2500 Retail Customer Cash + \$500 Ford Credit Retail Bonus Customer Cash + \$10000 Dealer Discount.

NEW 2015 FORD MUSTANG GT
\$7,000 TOTAL SAVINGS OFF MSRP
 Ex. 36# F030087 MSRP: \$42,000 - \$900 retail customer

NEW 2016 FORD EXPLORER
 GET INTO THE NEW SALES PRICE
\$27,488
 Ex. 36# G80103 MSRP: \$32,990 - \$590 retail customer

LUXURY
 DOESN'T HAVE TO BREAK THE BANK

VIEW INVENTORY



NEW 2016 Lincoln MKZ AWD Black Label
 with sat. pkg., CD, 8sp, seat multi-contour seats, panoramic roof, and 3.0L IGT 200hp, MSRP \$52,090. \$2444 due at signing, no sec. dep. req. Excludes tax, title & MV fees.

LEASE FOR
\$449
 /MO 36 MOS



NEW 2016 Lincoln MKC AWD Black Label
 2.3L EcoBoost, auto sat. pkg., 8sp, seat, tech pkg, 7.8L audio, climate pkg, 20" aluminum wheels, MSRP \$56,145. \$2444 due at signing, no sec. dep. req. Excludes tax, title & MV fees.

LEASE FOR
\$499
 /MO 36 MOS

THE ALL-NEW **Courtesy** Ford

WE CHALLENGE YOU TO FIND A BETTER DEAL

DOUBLE YOUR TAX REFUND!*

Courtesy will pay you to buy a car!

tax refund

And as an added bonus we are offering to MATCH the amount of your refund up to \$1,000 when you purchase any new or used vehicle.

*Up to \$1,000. Offer ends February 20th. Present a copy of your 2015 tax refund to receive offer.