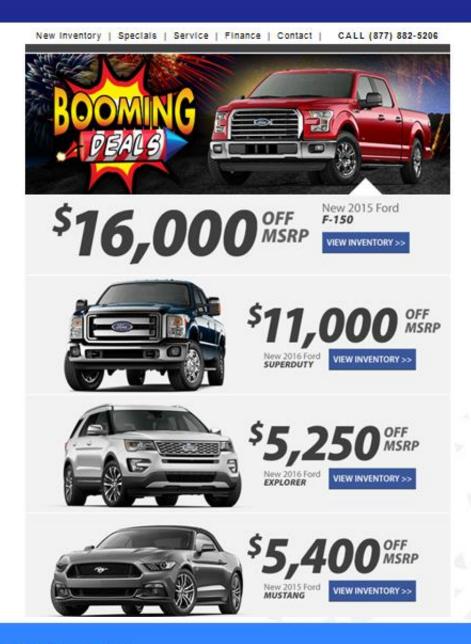


Automotive Dealership



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



Automotive Dealership



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%



Automotive Dealership



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%



Automotive Dealership



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





