

THE POWER OF
CUSTOMER DATA
Right Message
Right Customer. Right Time.

360° Dealership Marketing to Drive Customer Experience and Revenues

Enabled by an Integrated Multi-Channel Cloud-based Solution

www.midealersolutions.com

BENEFITS

- **Sell More!** Target, attract, convert, service and retain more customers.
- **Single View of the Customer!** Combine traditional, digital, mobile, email, text, search, social media, and direct mail.
- **Across Multiple Devices!** Android and iPhone to drive the customer to call and visit your dealership.
- **Build Relationships!** Enable a positive ownership experience.
- **Profitable Dialogue!** With prospects early in the buying process. With customers during vehicle ownership.
- **Campaigns On-the-fly!** Pre-built collateral assets, messages and templates.
- **Rich Reporting!** Real time dashboards and advanced analytics to monitor your marketing ROI.
- **Drive Costs Down!** Minimal investment, pay as you go.
- **Cloud Based!** Access anywhere. Anytime.

Automotive industry experts at Minacs have over three decades of experience working with top 10 North American OEMs and over 4,000 dealerships. Use our knowledge of the automotive sales, services and parts value chain to optimize your marketing programs and co-op budgets to drive better ROI.

WHAT miDEALER SOLUTIONS DOES FOR YOU

Our integrated, multi-channel miDealer Solutions Program helps you drive revenues from automotive sales and fixed operations. miDealer Solutions is a unique marketing program that works to drive traffic and profits to your dealership. Driven by dynamic customer data, miDealer Solutions integrates the most effective forms of communication to reach your prospects, conquests and loyal customers throughout their ownership lifecycle. Multi-channel miDealer Solutions is your solution for increased sales, service and wholesale parts revenue.

From social media engagement dashboards, campaign design and management (including message delivery through direct mail, email, and mobile), miDealer Solutions assists with your prospecting, service reminders, scheduling, loyalty coupons and more.



*miDealer Solutions:
Integrated Customer Experience Management*

HOW THEY WORK

Minacs' cloud based miDealer Solutions dramatically strengthens your 360° view of active, inactive and potential customers to help you engage with them, manage leads, and generate sales with dynamic loyalty programs.

Backing this self-serve portal solution are Minacs' Dealer Services Group armed with industry experts, marketing consultants and data analysts that help you truly leverage customer data to drive customer experience and loyalty.