

Personalized messages that keep your customers closer to you

Email Marketing: Your Secret to Customer Retention

Segment, Personalize, Schedule and Manage Campaigns to Drive Your Business!

INSIGHT

www.midealersolutions.com

Email in your customer's Inbox equals customers in your service bays and showroom. Our effective email promotions are driven by data and delivered by you at the most relevant times to drive traffic to your dealership.

Easily create, send and manage email marketing pieces with our all-in-one campaign management system. We leverage customer data to help you develop effective email promotions, alerts and service reminders. Segment, personalize, schedule and manage your email marketing campaigns to drive business when you want it!

WHY EMAIL MARKETING?

Customers tend to only visit your dealership when they're in need of a new vehicle, or need to service their existing one. That means on an average there's at least 4 to 6 months between visits. A lot can happen during that time. Email marketing is customer retention's secret weapon, as it allows you to easily continue to communicate with your customers when they're away from your sales, service, or parts department.

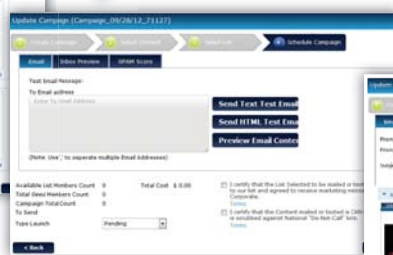
LEARN MORE ABOUT miEMAIL

Email marketing is one of the most effective ways to generate revenue—especially when it's personalized. Our miEmail platform allows your dealership to easily create, edit, segment and manage email lists in order to target your customers with the right message at the right time. Further increase the performance and results of your email campaigns with our unique miDisplay retargeting solution, which allows you to target display ads specifically to those customers who have opened the email.

Create Campaign



Schedule Campaign



Select Content



Select List



miEmail

Write to sales@midealersolutions.com or call us at **1.866.575.8731** for more information or to meet with a Marketing Consultant.



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