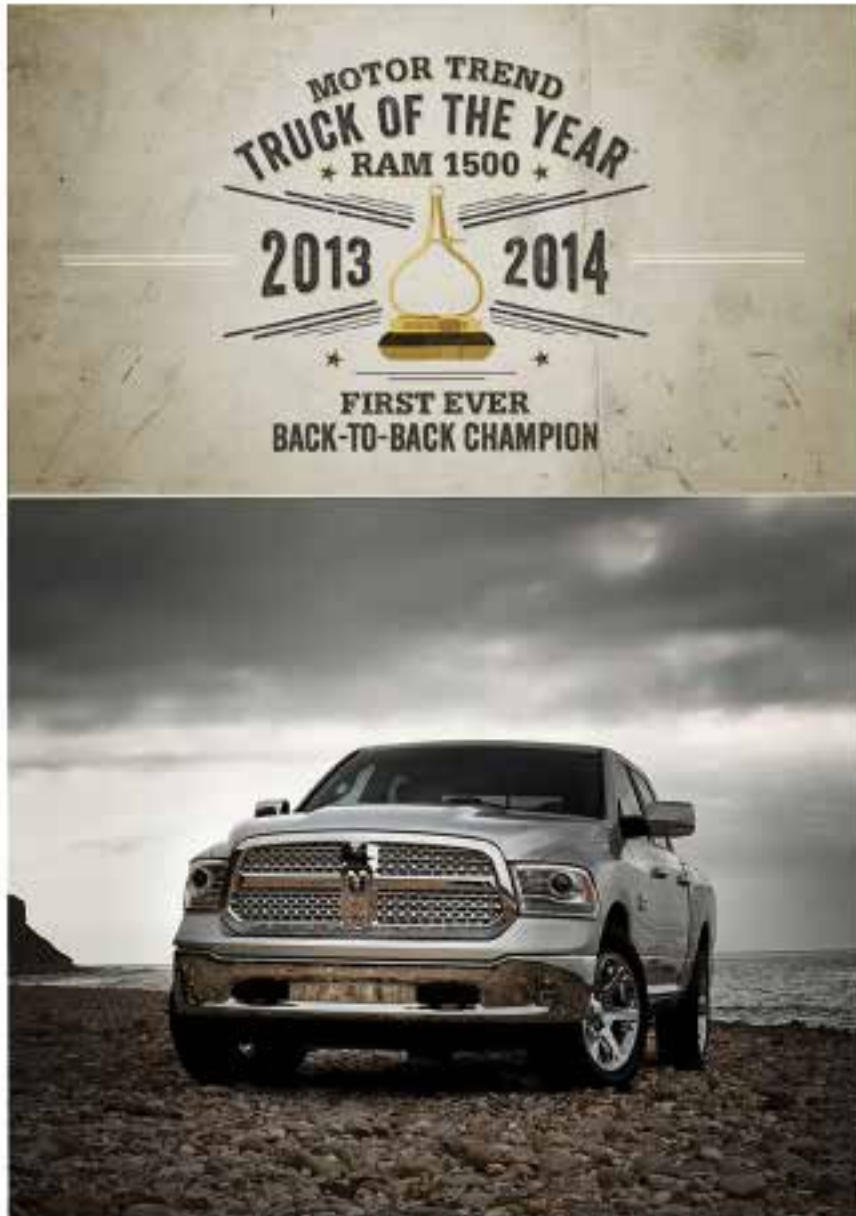




## Chrysler PAP Eligible Conquest Marketing





## OVERVIEW

Cactus Sky is pleased to present a proposal for an integrated Email Conquest Campaign to “Highly Targeted” prospects.

**The Overall Strategy:** Cactus Sky is targeting “Auto Intenders” and “Truck Owners” with an informational message built around the “Motor Trend” recognition of the 2014 Ram as it’s Truck of the Year for the 2nd straight year.

The combination of engaging interactive content (including the Motor Trend video and a virtual interior spin of the truck) and responsive emails/landing pages will drive mobile activity and conversions.

The dataset will be targeted as 3 groups with slightly different creatives to optimize the messaging and engagement. After the initial deployment, a follow-up message will be sent to the “openers”. That message can be generic or highly targeted around such additional demographic selects like zip code, gender, age, etc.

In this proposal are some sample creative concepts mocked up around the Motor Trend Truck of the year creative assets. These are just concepts and not meant to be final proposed creative. Cactus Sky will work with Chrysler to develop the optimal creative and messaging to ensure success.





# DATA TARGETING

## Auto Intenders:

**Qualified Prospects** that have recently visited automotive related sites who are in the market for a new or used vehicle.

## Truck Owners:

**Prospects** who own, or are interested in, a wide variety of Trucks and RVs as a fit for their rugged lifestyle as well as the city dweller who enjoys the extra room of a larger vehicle.

## Truck Intenders:

**Qualified Truck Enthusiasts** that have recently visited automotive related sites who are in the market for a new or used vehicle.



# THE MOBILE ADVANTAGE

90% of smartphone owners access the same email account on mobile and desktop.

- ExactTarget

More email is read mobile than on a desktop email client. Stats say 47% of email is now opened on a mobile device.

- Litmus



The number of mobile e-mail users is predicted to grow 28% in 2014 and 23% in 2015.

- The Radicati Group

78% of US email users will also access their emails via mobile by 2017.

- Forrester Research

Mobile received the largest percentage of unique clicks (40%), webmail was a strong second with 35%.

- Experian

## Responsive Design: Anatomy of a Mobile Optimized Email:

### TOP OF EMAIL

PROMINENT DEALERSHIP LOGO

CLICK TO CALL BUTTON

READABLE TEXT



### SCROLLED DOWN

PROMINENT OFFERS WITH CLEAR CALL TO ACTION

BUTTONS THAT LINK TO DEALER SITE THAT CONFORM TO APPLE MOBILE INTERFACE GUIDELINES



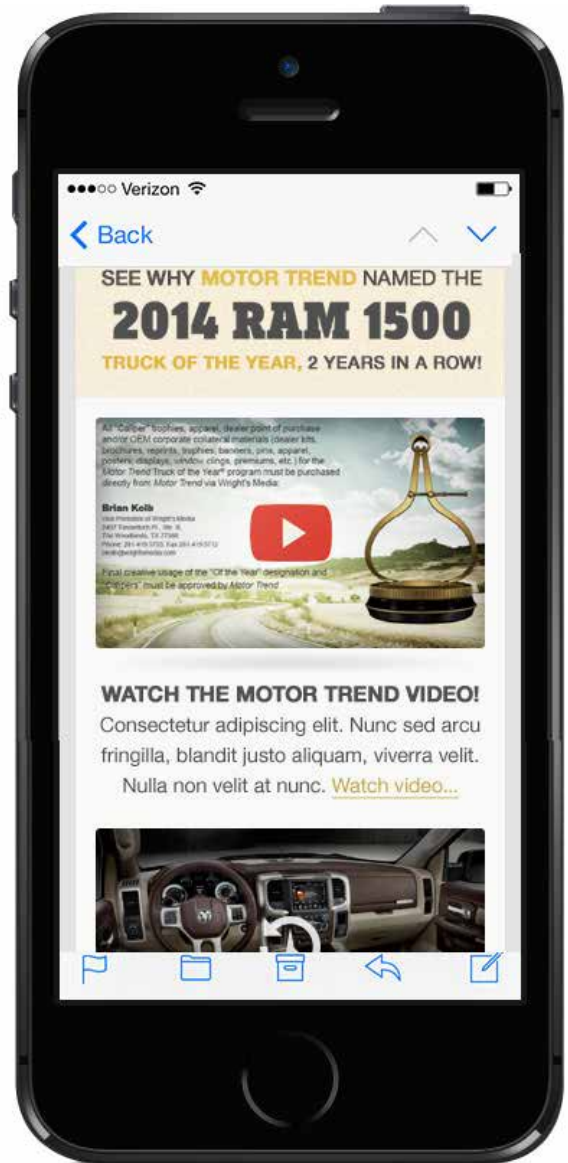
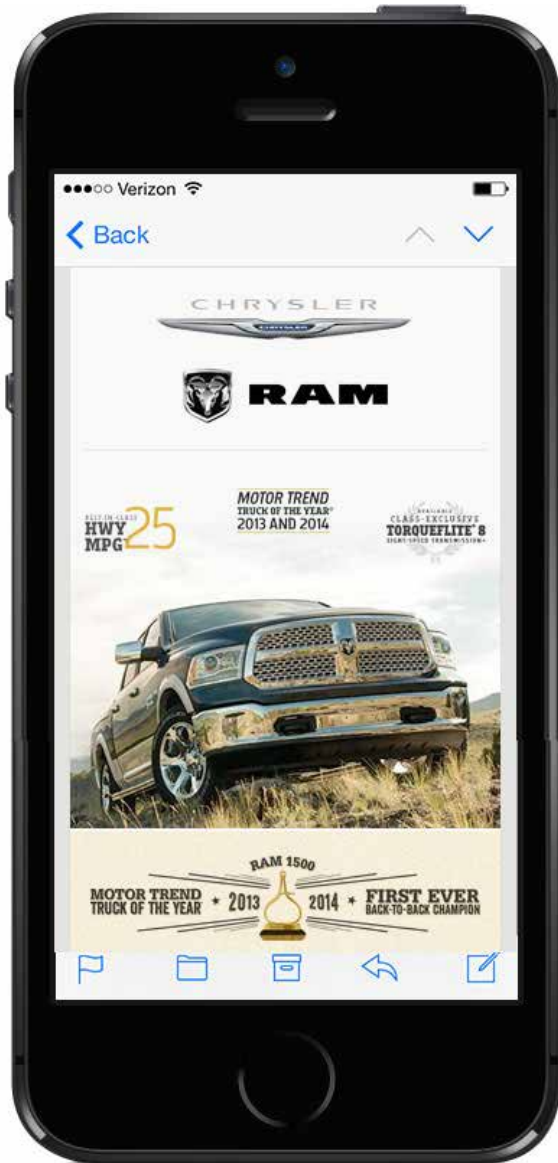


# THE CREATIVE STRATEGY

**The Message:** Develop the Email(s) and Landing page(s) around the Motor Trend Truck of the Year - 2 Years in a Row with an "Informational" approach.

**Interactive Assets:** Motor Trend Video | Interior 360° Panoramic Spin

**Sample Email Creative for Smartphone:**







# THE CREATIVE STRATEGY

## Sample Email Creative for Desktop/Tablet:





BEST-IN-CLASS  
**HWY  
MPG<sup>+</sup> 25**

**MOTOR TREND  
TRUCK OF THE YEAR®  
2013 AND 2014**

AVAILABLE  
CLASS-EXCLUSIVE  
**TORQUEFLITE® 8**  
EIGHT-SPEED TRANSMISSION\*



RAM 1500

MOTOR TREND TRUCK OF THE YEAR \* 2013 \* 2014 \* **FIRST EVER**  
BACK-TO-BACK CHAMPION



SEE WHY **MOTOR TREND** NAMED THE

**2014 RAM 1500**

TRUCK OF THE YEAR, 2 YEARS IN A ROW!

All "Caliber" trophies, apparel, dealer point-of-purchase and/or CRM corporate collateral materials (dealer kits, brochures, regalia, trophies, banners, pins, apparel, posters, displays, window clings, premiums, etc.) for the Motor Trend Truck of the Year® program must be purchased directly from Motor Trend via Wright's Media.

**Brian Kolb**  
Wright's Media  
 3445 Riverchase Pk. Dr. S.  
 Birmingham, AL 35244  
 Phone: 205 410-5755, Fax: 205 410-5753  
 bkolb@wrightsmedia.com

Final creative usage of the "Of the Year" designation and "Trophy" must be approved by Motor Trend.



**WATCH THE MOTOR TREND VIDEO!**  
 Consectetur adipiscing elit. Nunc sed arcu fringilla, blandit justo aliquam, viverra velit.  
 Nulla non velit at nunc. [Watch video...](#)

**TAKE A VIRTUAL TOUR INSIDE!**  
 Nunc sed arcu fringilla, blandit justo aliquam, viverra velit. Nulla non velit at nunc. [Take virtual tour..](#)



# THE CREATIVE STRATEGY

Sample Landing Page on a Tablet:





# THE CREATIVE STRATEGY

Sample Landing Page on a Smartphone:







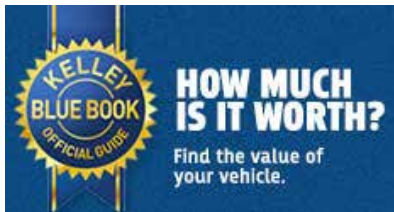
# TARGETING THE 3 GROUPS

**Three Audiences:** Main content will be uniform across all prospects. However, the following elements will be tailored to each subgroup in the

## Emails:

- Subject Line
- Title Copy/Banner in Email
- Call to Actions on Email/Landing Page Customized

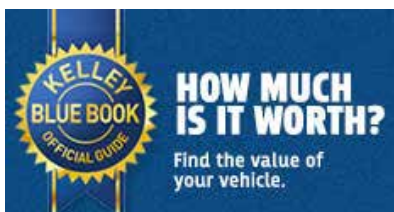
**Truck Intenders** | Call to Actions could include:



**Truck Owners** | Call to Actions could include:



**Auto Intenders** | Call to Actions could include:





# FOLLOW-UP MESSAGING TO OPENERS



**Data Selects:** Our Data Partner can pull the people who opened the email and then allow for more targeted follow emails to be sent based on demographic information such as:

- Gender
- Age Group
- Zip Codes
- Household Income
- Occupation



**Timing:** The follow-up messages would go out 3-5 Days after the last emails were delivered from Main Send.



**Call to Action:** The follow-up emails could drive traffic to any one of the following:

- Chrysler Dealership Locator Page
- Targeted Landing Page based on Demographics
- Ram Specific Pages on Ramtrucks.com



# FACEBOOK EMAIL ENHANCEMENT



**Truck Owners** from the Target Audience will be loaded into a Facebook PPC campaign as a Custom Audience., and targeted campaigns will be deployed to increase open rates and conversions.





# TRACKING/ANALYTICS/RETARGETING



**Email Link Tracking:** Three unique tracking codes will be set up for the 3 variations of the emails being sent to the target groups. Each landing page will also be unique to the target group.

**Email Reporting:** Cactus Sky will provide detailed analytics for each of the deployments to the target groups. Reports will include total delivered, "Gross Opens, "Gross Clicks" and the links that were clicked.

**Special Email Tracker:** Cactus Sky will incorporate a special separate email tracking code which will provide detailed analytics on location of those opening, device and email client, length of time "reading email" and other useful metrics.

(Optional) **Retargeting:** Cactus Sky can incorporate a retargeting campaign for the landing pages for an additional fee.