lead igniter

Spark your CRM

DEALER
INFLUENCE

DRIVE MORE SALES WITH
Mobile-Enabled
eMail Marketing

Powered by **Cactus Sky Digital**
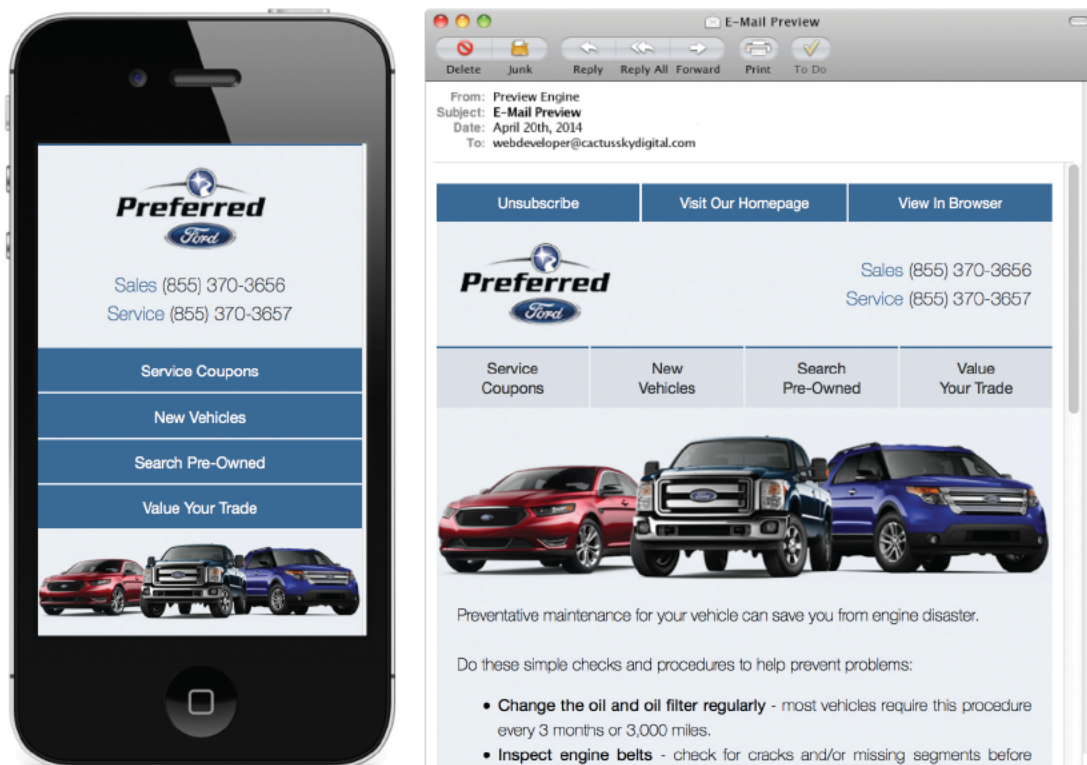
Powered by
Cactus Sky™
Communications

The average dealer has 10-20,000 unsold leads sitting in their CRM that are inactive for 90+ days.

CRMs are not designed to provide mobile-enabled emails but Lead Igniter solves this problem. **Lead Igniter does NOT target your ACTIVE CUSTOMERS**, it reactivates dormant leads and engages like never before.

Lead Igniter focuses on **Mobile Engagement of these leads** with:

- A Multi-channel Approach
- Mobile Optimized Emails
- Mobile Service Coupons
- Dynamic Vehicle Banners
- Behavioral Targeting
- Custom Social Audiences

Even with a 10-20% closing ratio on "active" internet leads (< 90 days), dormant leads are much more challenging to engage and convert. Older data can contain spam traps, invalid emails, bogus names and bad phone numbers that hinder any marketing efforts.

lead igniter
Spark your CRM

How CRM Gold targets your ENTIRE CRM Database and Reactivates Dormant Leads into NEW Customers

25%
Leads currently targeted by your CRM

75%
Dormant, inactive leads that Lead Igniter targets

YOUR CRM DATA

1 Export CRM Data

2 List Cleansing

DMS DATA

5 CRM Data matched against "live" closed RO's & Sales

lead igniter
Spark your CRM

Jeep Chrysler
Sales Report for August, 2014
<Previous Month - Next Month>

ROI Reporting Shows "Lost" Lead Conversions

SERVICE   **SALES**

3 Sales & Service Marketing

4 Drive Leads to Service Department and back to your Showroom Floor

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Communications

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Mobile is here and only getting bigger...

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

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

The number of mobile email users is predicted to grow 28% in 2014 and 23% in 2015.
- The Radicati Group

78% of US email users will access their emails via mobile by 2017.
- Forrester Research

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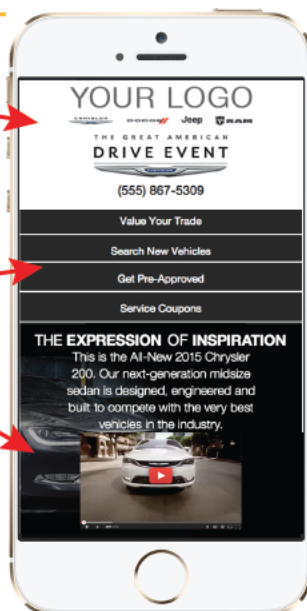- Experian

TOP OF EMAIL

PROMINENT DEALERSHIP LOGO

YOUR LOGO

THE GREAT AMERICAN
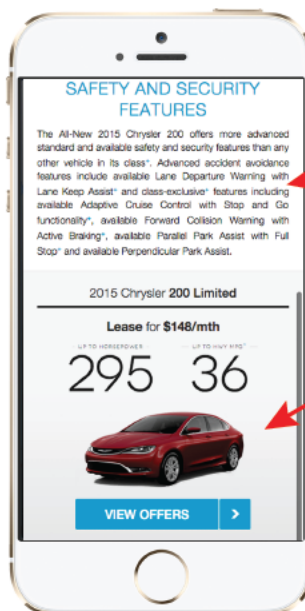DRIVE EVENT

(555) 867-5309

Value Your Trade

Search New Vehicles

Get Pre-Approved

Service Coupons

DEALER WEBSITE LINKS

VIDEO PREVIEW

THE EXPRESSION OF INSPIRATION
This is the All-New 2015 Chrysler 200. Our next-generation midsize sedan is designed, engineered and built to compete with the very best vehicles in the industry.

SCROLLED DOWN

SAFETY AND SECURITY FEATURES

The All-New 2015 Chrysler 200 offers more advanced standard and available safety and security features than any other vehicle in its class*. Advanced accident avoidance features include available Lane Departure Warning with Lane Keep Assist* and class-exclusive* features including available Adaptive Cruise Control with Stop and Go functionality*, available Forward Collision Warning with Active Braking*, available Parallel Park Assist with Full Stop* and available Perpendicular Park Assist.

2015 Chrysler 200 Limited

Lease for $148/mth

UP TO HORSEPOWER   UP TO HWY MPG

295   36

VIEW OFFERS

READABLE TEXT (NO PINCH AND ZOOM)

PROMINENT OFFERS WITH CLEAR CALL TO ACTION

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Cactus Sky
Communications

lead igniter
Spark your CRM

Key Features and Benefits for your Dealership...

Mobile Marketing:
Responsive emails
Conquest Coupon Website
Facebook Marketing

Hot leads are passed to dealership BDC or other contact for follow-up

Dynamic Vehicle Banners and content tied to "Model of Interest" from the CRM Data

{Model}

Professionally designed and written email campaigns

Dedicated account manager to help plan Sales and Service campaigns

Increased web traffic: campaigns trackable in Google Analytics

Monthly campaign options for sales & service to entire prospect database

3 step data cleansing of your CRM to remove invalid, dormant & spam trap emails increasing email deliverability

Detailed analytics and revenue reporting accessible on your smartphone

Extensive Spam Testing and Monitoring to ensure best inbox placement

Marketing Automation:
Followup emails sent to prospect based on links clicked

Email/Reverse Appending to recapture lost Data during Hygiene Process

CHRYSLER   **Chrysler PAP Eligible**

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Case Study: Data Hygiene & Analytics

Dealership: Multi-Store Dealership in Boston Metro

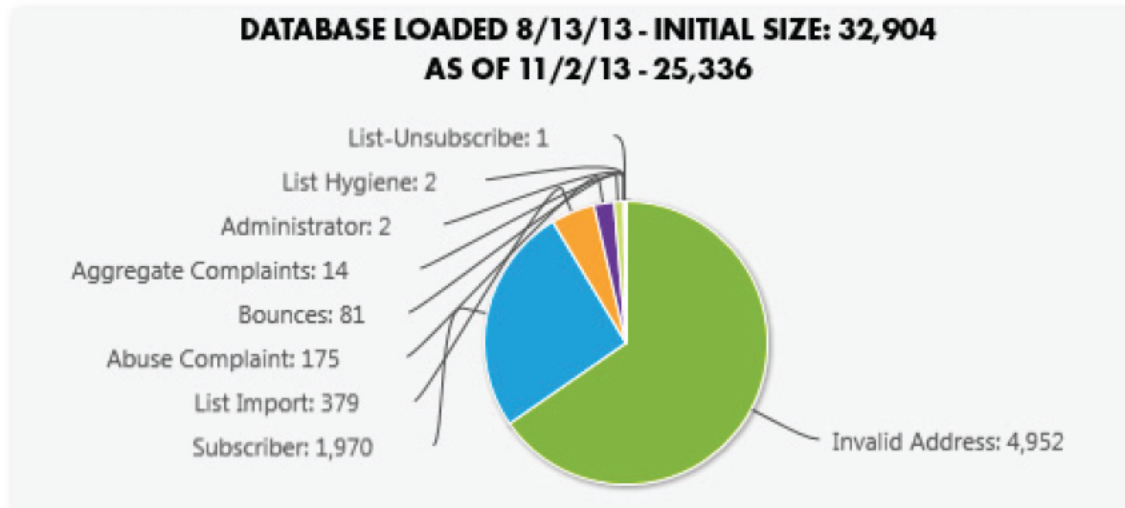**Summary:** Client originally exported a CRM database file with over 40,000 records.

Hygiene Phase 1: Data was run through a hygiene service which flagged over 8,000 suspect records which were removed. Some of the more harmful records in the report include:

- Potential Spam Traps
- Bad domains
- "Screamers" (known abuse complainers)

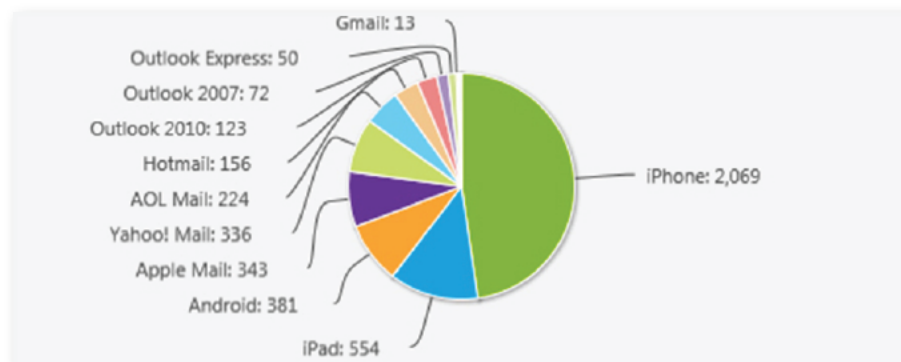| Remove Reason	Description	Matched	%
Reputation			
FCC SMS Domains	SMS Domains	23	0.1%
HPR	Heuristic Pattern Recognition	2,148	5.2%
Malicious Moles	Malicious Moles	43	0.1%
Blacklisted Domains	Blacklisted Domains	68	0.2%
Blacklisted Emails	**Blacklisted Addresses**	**1,426**	3.4%
Disposable Domains	Disposable Domains	2	0.0%
Legal Traps	Legal Emails	4	0.0%
Spam Trap Incubator	**Spam Trap Incubator**	**2,342**	5.6%
Deliverability			
Improper RFC Rules	Improperly Formatted Based on RFC Rules	88	0.2%
Improper Domain Rules	Improperly Formatted Based on Domain Rules	201	0.5%
Historic Bounces	**Historic Bounces**	**832**	2.0%
DNS MX Record Analysis	MX Response Filter	424	1.0%
Conversion			
Intl Emails	International Addresses	121	0.3%
Complainer Emails	**Historic Complainers Emails**	**978**	2.3%
Numeric Usernames	Addresses Containing Only Numbers	2	0.0%
Bogus Usernames	Bogus Usernames	49	0.1%
Profanity Usernames	Addresses Containing Profanity	0	0.0%
	Initial Records:	**41,671**	**100.0%**
	Total Filtered:	**8,751**	**21.0%**
	Corrections:	1569	3.8%
	Total Clean:	**32,920**	**79.0%**

Hygiene Phase 2: An Opt-out campaign was sent which removed an additional 4,000+ records. The Entire Hygiene Process left the client with a clean Database of 25,000+ records.

DATABASE LOADED 8/13/13 - INITIAL SIZE: 32,904
AS OF 11/2/13 - 25,336

List-Unsubscribe: 1
List Hygiene: 2
Administrator: 2
Aggregate Complaints: 14
Bounces: 81
Abuse Complaint: 175
List Import: 379
Subscriber: 1,970
Invalid Address: 4,952

Mobile Engagement: We analyzed the engagement metrics of the campaigns that were sent out over 60 days.

TOTAL OPENS	5075*	
Mobile Opens	3,014	**70% of ALL OPENS**
Mobile Clicks	385	**12.70% Mobile CTR**
Desktop Opens	1325	30%
Desktop Clicks	234	17.60%

Overall Engagement by Client/Device:

Gmail: 13
Outlook Express: 50
Outlook 2007: 72
Outlook 2010: 123
Hotmail: 156
AOL Mail: 224
Yahoo! Mail: 336
Apple Mail: 343
Android: 381
iPad: 554
iPhone: 2,069

Case Study: ROI Breakdown
Dealership: Honda Dealership in Florida
Time: 9 Mos | Investment: $6,750 | Database: 7,000 Leads

Sales Information

# of Sales	**212**
Buyers With Purchase History (Past 5 Years):	50
Buyers Without Purchase History (Past 5 Years):	**162**
Sales With Trade-In:	85
Sales Without Trade-In:	127
Gross Sales:	**3,854,679.92**
Average Gross Sale:	18,182.45

Service Overview

Service Match	1487
Revenue	**Total**
Customer Pay Revenue	211,072.28
Average Revenue per RO	141.95

Service Response Breakdown	Total RO	Total Revenue	Avg Revenue per RO
First Service Visit - More Than 180 Days Since Vehicle Purchase Date	13	$1,176.08	$90.47
First Service Visit - Less Than 181 Days Since Vehicle Purchase Date	22	$3,633.39	$165.15
More Than 365 Days Since Last Service Date	**351**	**$69,421.06**	**$197.78**
271-365 Days Since Last Service	45	$5,125.81	$113.91
181-270 Days Since Last Service	189	$22,858.26	$120.94
Less Than 180 Days Since Last Service	781	$97,887.74	$125.34
Vehicle with no Sales or Service History	**86**	**$10,969.94**	**$127.56**
Total	**1,487**	**$211,072.28**	**$141.95**

Packages and Pricing Tiers

OUR MARKETING SERVICES:	BASIC (< 5K EMAILS)	ENHANCED (5K-10K EMAILS)	PREMIER (10K-20K EMAILS)	ULTIMATE (UNLIMITED + CUSTOMERS)
Data Cleanup	✔	✔	✔	✔
Coupon Page	✔	✔	✔	✔
Reporting Engine Setup	✔	✔	✔	✔
Google Analytics Tracking	✔	✔	✔	✔
Sales and Service Call Tracking Number	✔	✔	✔	✔
Responsive Dealership Template	✔	✔	✔	✔
Monthly Service Campaign	✔	✔	✔	✔
Monthly Generic Sales Campaign- One Vehicle Banner	✔			
Up to 5,000 email prospects	✔			
Data refresh every 3 months (not month to month)	✔			
Monthly Sales Campaign with up to 4 Vehicle Banners		✔		
5,000-10,000 email prospects		✔		
Data refresh monthly		✔	✔	✔
Monthly Clicker Report		✔	✔	✔
Triggered Follow-up Messaging to Clickers			✔	✔
Monthly Sales Campaign with Dynamic Vehicle Banners*			✔	✔
10,000-20,000 email prospects			✔	
Facebook Marketing to Dormant Prospects on Mobile			✔	✔
Unlimited email prospects (Can include Customer Marketing)				✔
Coupon Page Retargeting Campaign on Mobile or Desktop				✔
6-MONTH TERM:	$495	$750	$995	$1495
3-MONTH TERM:	$595	$850	$1095	$1595
NO CONTRACT:	$695	$950	$1195	$1695

Additional Included features:

DEALER INFLUENCE

DealerInfluence.com

is the answer to all of your
Online Reputation Management needs:

Dealer Influence is an Online Reputation
management service that will improve your
online presence, optimize your exposure across
the web and Proactively Build your Brand.

STOP Prevent Negative
Online Reviews

DMS Integration &
Review Notification

Proactively Build
Your Reputation

Improve SEO +
Online Exposure

Video email follow-up
for increased engagement

★ Review monitoring lets you know instantly when
a review is published to a major review site

★ Superior email deliverability
that spark customer engagement

Now Featuring PowerListings!

Streamline accurate business information
across the web in less than 2 days.

- Corrects and optimizes every listing
  for your business with just 1 click.

- Accurate listings boost your SEO.

- Increase your mobile presence.
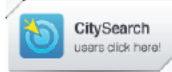
Yelp.com
users click here!
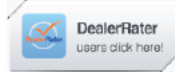
Google+
users click here!
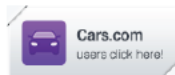
Cars.com
users click here!
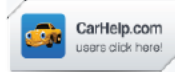
CarHelp.com
users click here!
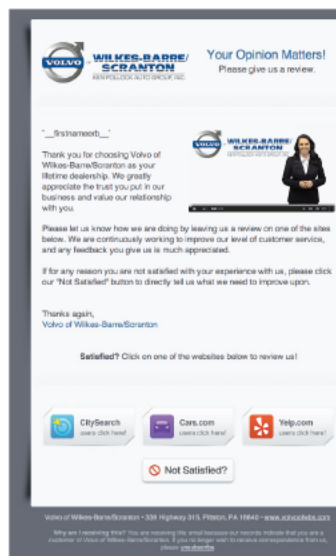
CitySearch
users click here!

DealerRater
users click here!

🚫 Not Satisfied?   Prevent negative reviews
before they go online with
our "Not Satisfied" button

**Branded email to
customer base**

**Engaging video
landing page**

How do you look online?

Did you know 97% of consumers look at your onl ne reviews before
even stepping foot on the welcome mat? 99% of these customers
don't go past page one of Google!

Market ng has changed a lot n the last few years. Word of mouth has
moved online and Dealer Influence wants to help you jo n in on the
conversation.

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Mobile-Enabled eMail Marketing

Powered by Cactus Sky Digital

Conquest eMail Program for $.03/email
Matchback Reporting Available

Advantages:
- Mobile-Enabled
- Quick Turnaround: 3-5 days
- Custom Creative
- Trackable - Google Analytics
- PAP Eligible (Chrysler)

Data Targeting:
- Competitive Makes or Auto Intenders*
- Credit Challenged
- Income Selects
- Zip Codes
- Age/Gender

The majority of mass email campaigns do not reach most inboxes or, even worse, get deleted before they are even read.

Over **50%** of people read emails on their mobile phone.

78% delete unreadable emails on their phone.

We take extra care to deliver optimized email layouts which grab the attention of mobile users.

50,000 people for $1,500

100,000 people for $2,500
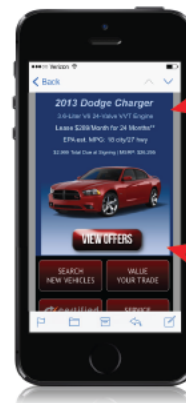
PROMINENT DEALERSHIP LOGO

CLICK TO CALL BUTTON

READABLE TEXT

PROMINENT OFFERS WITH CLEAR CALL TO ACTION

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

CACTUS SKY DIGITAL ADVANTAGE

With Cactus Sky, dealerships reach their prospects with clear mobile-enabled emails and leverage their mobile websites to their fullest potential, which converts more leads.

- Mobile enabled emails
- Professionally designed and written emails
- Superior email deliverability
- Increase web traffic and land more leads

CHRYSLER Chrysler PAP Eligible

Auto Intenders" are people who've been Recently active on "auto related" sites such as Cars.com, Autotrader, Kelly Blue Book, etc. We can target additional lifestyle selects to pinpoint Luxury Automotive, Truck Owners, etc.

Powered by Cactus Sky™ Communications

A Message From our President

I created Lead Igniter to help dealerships double their internet closing ratios on the dormant or inactive leads leads they already have in their CRMs. We leverage conquest service marketing since we all know a satisfied service customer will eventually become a new sales customer.

Email marketing is the most effective marketing medium that produces the highest return on investment. Gone are the days of sending out mass emails from your CRM, and in are the days of targeted and personalized emails.

With over 50% of people reading emails on a mobile device, it is critical that your outbound marketing program includes mobile-adaptive emails to avoid quick deletion from someone's smart phone.

We are seeing more than 10,000 unsold internet prospects in a typical dealership's CRM. Gmail and Yahoo, the hardest email platforms to deliver mass emails to, account for 25 to 40% of these CRM leads.

Lead Igniter addresses complex email deliverability issues and makes your outbound marketing program turn-key and completely guaranteed. We work hard to get your program set up in a way that produces results month after month.

Our conquest marketing for dealership service departments produces over $20 to $50k in increased revenue by simply marketing to your unsold leads in the CRM. The results are unlike any other program out there.

I would be happy to show you a personal demo of what the Lead Igniter can do for your dealership. Feel free to contact me.

Sincerely,

Peter Martin
941-756-1932
pmartin@cactusskydigital.com

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Cactus Sky
Communications