

# DEALERWING



**PREMIER SERVICE MARKETING  
& RETENTION SOLUTIONS**

[DEALERWING.COM](http://DEALERWING.COM)



# MARKETING CHANNELS

## Reach Your Customers Via Multiple Touchpoints Each Month

Total Records  
**57,773**  
Unvalidated Data

Validation Rate  
**41.67%**  
Total vs Valid

Flagged Records  
**26,012**  
Failed Validation

Valid Inactive  
**24,074**  
Total Customers

Valid Active  
**7,687**  
Total Customers

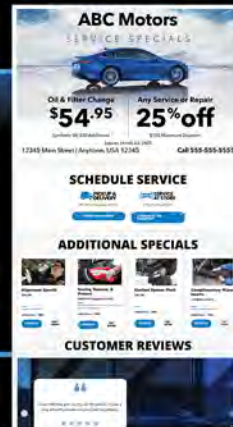
### It All Starts With Quality Data! AI-Driven Data Hygiene & Optimization

Our Proprietary AI Validates Data & Purges Bad Records  
to Increase Campaign & Budget Efficacy



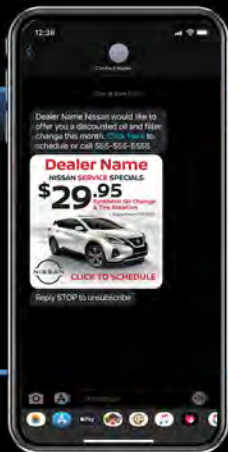
## First Class Direct Mail

Postal Class Optimizes Speed to Market & Ensures Deliverability



## Email Campaigns

Drives Bursts of Traffic & Maintains Your Brand Presence



## SMS Text Messaging

Put Your Brand in Your Customers' Pockets to Increase Conversion



## Social Media Advertising

Engage With Your Customers & Build Your Brand Equity

# TO LEARN MORE CALL (213) 632-8211



# AI DRIVEN TECHNOLOGY

Dealerwing's Dashboard & First-of-its-Kind Service Marketing Engine

## AUTOPILOT<sup>AI</sup>



### Data Insights & Marketing Opportunity Recommendations

#### Cleanse & Analyze Your Data

OEM, DMS, Conquest & Recall Data Combined & Validated

#### AI Generated Audiences

Campaign Playbooks Designed to Achieve Your Specific Goals

#### Visualize Your Market

Interactive Mapping of Households, Vehicles, & CDPs

#### BDC Target Customer Lists

Downloadable Customer Lists With Offers for BDC Follow Up

#### Personalized Landing Pages

Increase Brand Engagement & Generates 1:1 Appointments

#### Unrivalled Data Security

Customers' Privacy Protected by Best-in-Class Data Security

# DEALERWING



# AUDIENCES & CAMPAIGNS

## Campaigns That Achieve YOUR Unique Goals

### Traffic

Drive CP & Warranty RO Count

**ABC Motors**  
SERVICE SPECIALS

Oil & Filter Change **\$19.95**    Any Service or Repair **10% off**

Synthetic Oil \$20 Additional    Expires Month XX, 2025    \$150 Maximum Discount

12345 Main Street | Anytown, USA 12345    Call 555-555-5555

### Retention

Increase OEM Retention Metrics

**ABC Motors**  
SERVICE SAVINGS

Oil & Filter Change **\$39.95**    Any Service or Repair **20% off**

Synthetic Oil \$20 Additional    Expires Month XX, 2025    \$150 Maximum Discount

12345 Main Street | Anytown, USA 12345    Call 555-555-5555

### Revenue

Increase Total & Average RO Value

**ABC Motors**  
SERVICE SPECIALS

Oil & Filter Change **\$54.95**    Any Service or Repair **25% off**

Synthetic Oil \$20 Additional    Expires Month XX, 2025    \$150 Maximum Discount

12345 Main Street | Anytown, USA 12345    Call 555-555-5555

### Declined Services

Recover Deferred Services

**Dealership Name**

Thank you for your recent service visit. Don't forget, we found some issues that still need to be addressed. Here is a special offer:

Any Previously Declined Service **20% OFF**

\$200 Maximum Discount    Expires Month XX, 2025

1234 Main Street | Anytown, USA 12345    Call 555-555-5555

### Recall

Target Specific OEM Recalls

**IMPORTANT NOTICE**  
**SAFETY RECALL**

**All Factory Recalls are FREE, No Cost to You!**

**Please Call Dealer Nissan Today!**

RECALL CAMPAIGN I.D.: **LOCATED IN THIS EMAIL**

RECALL DESCRIPTION CAMPAIGN: **LOCATED IN THIS EMAIL**

SCHEDULE YOUR APPOINTMENT TODAY BY CALLING  
**000-000-0000**  
OR VISIT ONLINE AT **DEALERURL.COM**

**IMPORTANT SAFETY RECALL NOTICE**

### Conquest

Target Lost & New Customers

**ABC Motors**

Oil & Filter Change **\$19.95**    Any Service or Repair **10% off**

Synthetic Oil \$20 Additional    Expires Month XX, 2025    \$150 Maximum Discount

12345 Main Street | Anytown, USA 12345    Call 555-555-5555

### Old Age

Capture the Most Profitable Repairs

**VOLKSWAGEN DEALERSHIP**

Older VW's Need Love Too

**VOLKSWAGEN SERVICE SPECIALS**

Oil Change & Tire Rotation **\$69.95**    Engine Cabin Air Filter Replacement **\$89.95**    Any Recommended Service or Repair **20% OFF**

Expires Month XX, 2025

1234 Main Street | Anytown, USA 12345    Call 555-555-5555

### Specialty

Holiday, EV, Grand Openings, Etc

**Nissan Dealer**

**HOLIDAY SPECIALS**

Synthetic Oil Change & Tire Rotation **\$29.95**    Engine & In Cabin Air Filter **\$69.95**    Any Recommended Service **15% Off**

Expires Month XX, 2022

12345 Main Street | Anytown, USA 12345    Call 555-555-5555

### Custom

Designed for Unique Dealer Goals

**ABC Motors**

SERVICE SPECIALS

Oil & Filter Change **\$19.95**    Any Service or Repair **10% off**

Synthetic Oil \$20 Additional    Expires Month XX, 2025    \$150 Maximum Discount

12345 Main Street | Anytown, USA 12345    Call 555-555-5555

# VISIT DEALERWING.COM



# TRANSPARENT REPORTING

## Next Level Transparent Reporting Showcases All Major KPIs



### Daily Traffic & Campaign ROI

Live View of Campaign ROs & Revenue

### Customer Visit History

Real-Time Visibility of Increased Retention & Loyalty

### Conquest & Lost Souls Report

Newly Retained Customers Attributed Solely to Dealerwing

### Email Campaign Performance

Direct Appointment Attribution & Email-Focused Metrics

### Service Advisor Effectiveness

Total vs Campaign-Matched RO Advisor Performance

### Offer & Creative Analysis

Identify Best Performing Offers to Drive Desired Results

## Success Verified by YOUR OEM Reporting

### OEM-Specific Platforms & Service Retention Metric Expertise

- Service Effectiveness
- OEM Incentives & Programs
- Qualified Service Visits
- President's Clubs
- CO-OP Utilization
- Complimentary Maintenance Programs
- Customer Satisfaction Index
- Service-to-Sales H&F





# RELATIONSHIPS

We Have Relationships With the Biggest Dealer Groups.



Cardinale Group



32 Uniquely Crafted OEM Programs With Expertise in Critical OEM-Specific KPIs, Retention Metrics, & COOP



CALL (213) 632-8211 OR VISIT DEALERWING.COM