

Email Manager Deluxe

by **autobytel** 
Your Lifetime Automotive Advisor™

Gives you the upper hand in maximizing your sales follow up efforts by letting you know exactly where your customer is in the buying cycle.

Successful Internet dealers know that:

Staying in touch with customers with relevant communications throughout the purchase decision process — whether it's a 5 day, 10 day, 30 day or 90 day decision — is the best way to make sure that customer buys from you. Having real-time information about where your customer is in the purchase decision process is the best way to close the sale.

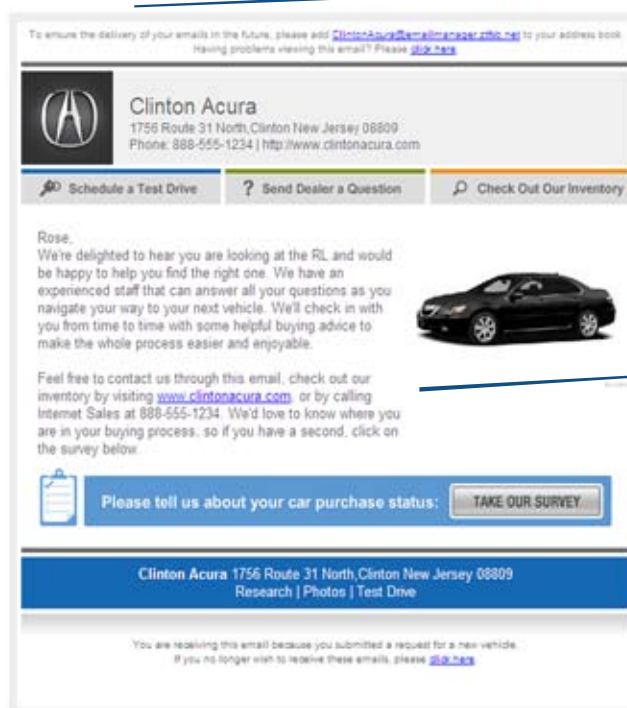
Email Manager Deluxe gives you all this, and more — plus one of the highest open rates in the industry*:

- Customized emails at strategic intervals
- Real-time email alerts
- Customer tracking
- Comprehensive reporting

What the Dealers are Saying About It!

"Autobytel's Email Manager Deluxe is an invaluable part of our internal follow up process. Staying in touch with these long-term prospects, without using up our valuable resources is a huge benefit. This, in combination with EMM's real-time alerts helps improve overall sales efficiency and greatly increases our likelihood of closing."

Robert Kadi, - e-Business Manager
Clinton Acura, Clinton, NJ



Your dealership branding is prominently displayed at top and bottom.

Displays your dealership contact information and links to your dealership's website.

Each email includes a survey asking your customers to identify where they are in the buying process. All emails include an option to opt-out.

*Source: Third party study, "Automotive Industry and Dealership eBusiness Performance Study", January 2008.

For More Innovation, Call
1-866-589-5498

autobytel 
Your Lifetime Automotive Advisor™

Email Manager Deluxe

by **autobytel** 








Your Lifetime Automotive Advisor™

Gives you the upper hand in maximizing your sales follow up efforts by letting you know exactly where your customer is in the buying cycle.

How It Works

Autobytel's Email Manager targets long-term car buyers for you.

- ✉ Each Email Manager campaign is designed to go out automatically on a strategic 5, 10, 15, 30, 45, 60, and 90 day cycle, timed from the date your customer first submits a Purchase Request.
- ✉ Each email is branded with your dealership's logo and contact information including your phone number, email address and a direct link to your dealership.
- ✉ Each email covers issues of interest to car buyers (vehicle information, trade-ins, lease vs. buy, safety features, etc.).
- ✉ Each Email Manager campaign provides real-time alerts and comprehensive reporting to help you immediately identify customers who are interested in buying a car from you.
- ✉ Each email is designed for maximum response and is customized by vehicle type — creating an enticing visual and a direct call to action for the customer.

<p>5 days</p>  <p>Email sent 5 days after receiving Purchase Request. "We're here for you when you need us"</p>	<p>10 days</p>  <p>10-day email "Test Drive Checklist"</p>	<p>15 days</p>  <p>15-day email "Shop for a car with 200 friends!"</p>	<p>30 days</p>  <p>30-day email "Let the IRS help you out!"</p>	<p>45 days</p>  <p>45-day email "Buying vs. Leasing"</p>	<p>60 days</p>  <p>60-day email "Vehicle Options"</p>	<p>90 days</p>  <p>90-day email "Give yourself credit!"</p>
--	---	--	---	---	---	---

Real Time Customer Alerts

Real time customer alerts are automatically sent so you know the minute a customer opens the email or clicks on your website link.

autobytel	<p>Below is the reporting, contact and vehicle information for Mary Jones:</p> <p>Email: 15 Day Response: OPEN URL Clicked: Dealer Website Survey Results: N/A Phone Number: 996-302-5972 Email address: mary.jones@gmail.com Make: Honda Model: 2008 Accord</p> <p>Thank you from your team at Autobytel!</p> <p style="text-align: center;">Click here to manage your Alerts.</p>
------------------	--



Autobytel Email Manager Deluxe

At 10:00 AM, Mary Jones has responded to an email sent from the Email Marketing Manager program.

Below is the reporting, contact and vehicle information for Mary Jones:

Email: 15 Day
Response: OPEN
URL Clicked: Dealer Website
Survey Results: N/A
Phone Number: 996-302-5972
Email address: mary.jones@gmail.com
Make: Honda
Model: 2008 Accord

Thank you from your team at Autobytel!

Click [here](#) to manage your Alerts.

autobytel

For More Innovation, Call
1-866-589-5498

autobytel 

Your Lifetime Automotive Advisor™