

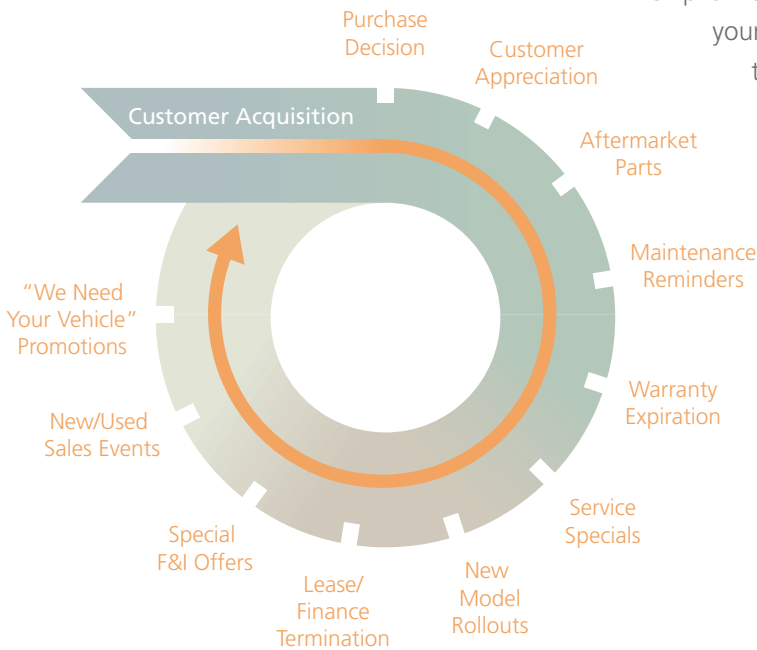


Build loyalty and increase profits by marketing to your existing customers with Cobalt Owner Marketing.SM

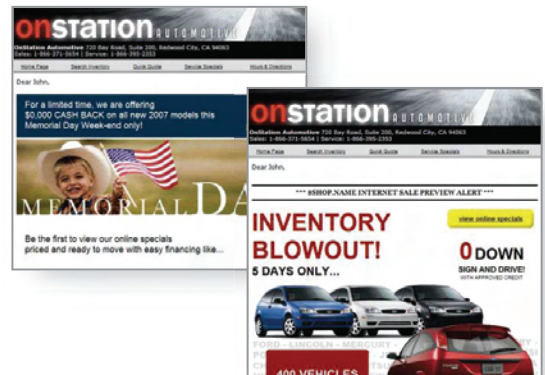


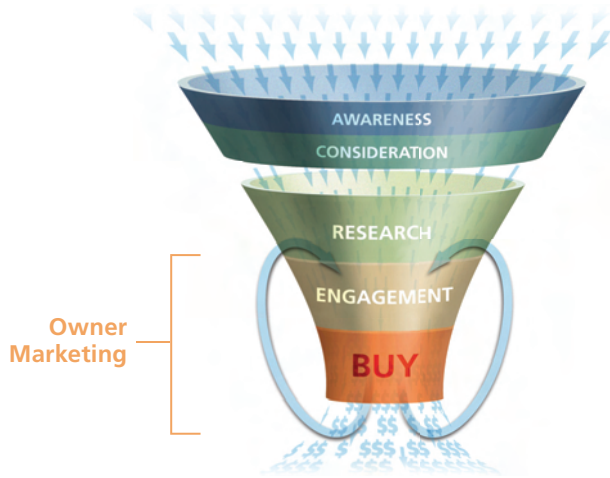
Make the most of the customers that you already have. Marketing to your existing customer base with email lets you reach your most profitable customers and the ones with the highest close rates, with the right message at the right time.

Your dealership spends thousands of dollars to acquire new customers. But then what? The potential lifetime value of that customer to your dealership goes well beyond the initial transaction. If you aren't focused on retaining your existing customers, then your dealership is wasting its investment. Owner marketing benefits every unit in your dealership – sales, parts and service, as well as F&I – by targeting your customers with timely, relevant communications based on their ownership lifecycle. The result: your dealership profits from the ongoing relationship with your customers in the form of maintenance and service revenue, sales of aftermarket parts, repeat purchases, lease/financing rollovers, and in many other ways.



Owner Marketing Email Samples





Guiding Shoppers to your Showroom

Cobalt gives you the marketing tools, insight and expertise to manage your marketing “funnel” the same way you manage your showroom. From awareness of your brand to shoppers researching inventory and engaging your sales staff, no other vendor has the range of digital marketing products and services you need to sell more cars at less cost.

Cobalt Owner Marketing targets consumers in the later stages of your marketing funnel by leveraging the power and productivity of email to make sure that your existing customers are engaged with your dealership throughout their owner lifecycle and that you are top-of-mind when it comes time for them to buy again.

Cobalt Owner Marketing leverages the power and productivity of email to maximize your ROI by utilizing the customer information that is already in your DMS. At pennies per message (or less), targeted email marketing reaches your customers with lifecycle-based communications when they are in-market and most receptive to your marketing.

KEY FEATURES AND BENEFITS INCLUDE:

Service-based Program

Your dedicated Owner Marketing Specialist takes care of everything for you, creating and managing your campaigns and reporting on results. By understanding your business, your goals, and your customers, your Advocate helps you maximize the productivity of your marketing efforts.

Easy Implementation

No technology to deploy or software to install: Cobalt Owner Marketing utilizes the customer information that is already in your DMS.

Email Address Matching

Our solution includes email matching to find missing email addresses for customers in your database. Monthly “e-Append” matching from 10 national database partners greatly expands your customer reach.

Higher ROI

Maximize your owner marketing ROI with email. Compared to traditional marketing methods, such as TV, radio, print advertising and direct mail, email marketing costs just pennies per message (or less) and is infinitely more trackable. This means that you can definitively see the resulting profits from your marketing efforts.

Delivery Assurance

Cobalt Owner Marketing uses the most advanced platforms to optimize email delivery, recover bounced and undelivered emails and process consumer opt-out requests automatically.

Customer Loyalty

Our solution helps you reconnect with “lost customers” to make sure that you aren’t losing business to the competition.

Rapid Campaign Deployment

Leverage time-sensitive manufacturer and regional promotions by quickly deploying complementary email campaigns to make sure that you are reaching your in-market customers.

Real-time Results

Get immediate feedback by using email to deliver CSI surveys. Address sales and service issues before the manufacturer’s survey is even delivered to your customers.

To learn how Cobalt Owner Marketing can help you generate additional sales and service revenue and build long-term, profitable customer relationships, contact a Cobalt account representative. **877.733.1201**