



“Provides the automobile dealer with the dynamic ability to IMMEDIATELY respond to prospects that visit their dealership.”

INSTANTRESPONSE AUTOMATED EMAIL CAMPAIGNS

PURPOSE

Remaining in contact with your prospect is critical to converting them to paying customers. InstantResponse was designed to enhance the email communications possibilities that the automotive dealer can offer its customers. Offering a cost effective way of promoting and maintaining the valuable customer-dealer relationship.

Email is a very cost effective way of marketing, you can reach a large number of customers with your message at little to no cost. The problem is that the mass-emails typically sent by dealerships are not tailored to the recipient's needs or interests and are deleted with all the other SPAM that they receive.

InstantResponse gives the dealer the valuable tools that allow this valuable marketing channel to be fully utilized, customizing the message to each prospect's / customer's needs. The key is creating a message that is completely customized to the customer's dealership experience. This is done by integrating dealership specific salesperson and vehicle information / photos enhanced with the powerful Chrome data platform. The resultant marketing piece is a value to the customer and therefore an obvious value to you.

The level automation achieved through InstantResponse's email platform is the key to generating valuable results for your dealership. Automation means that we'll provide the high quality marketing and your sales staff will be free to concentrate on what they do best, sell cars.



“Send custom automated emails utilizing the powerful Chrome Data platform.”

FEATURES

Multiple Integrated Database Platform

Chrome Data

- In depth manufacturer vehicle information

NADA & Black Book guide data

- Current regional wholesale & retail pricing metrics

Mail-merge Personalization

Get your custom message to receptive prospect's.

Assured CAN-SPAM Compliance

Rest assured that your messages conform to anti spam legislation and laws.

Comprehensive Campaign Library

Predefined, custom, content specific, campaigns

Multiple language for all templates

Open and Clickthrough Tracking

Learn who is (or isn't) reading your email marketing messages

Bounce-back Handling

Automatically handle bounced messages, removing subscribers after five bounced messages

Industry Leading Deliverability

ISP relationships optimize email delivery

Custom Coupon Integration

Send valuable incentives to responsive recipients

BENEFITS

Unique custom marketing

Fully automated

Minimize employee labor

Trackable results

Increase revenue

Capitalize on referral business

Boost CSI

Maximize advertising dollars

THE BOTTOM LINE

1Micro empowers you to communicate, compete and collaborate, further and faster.