



## INSTANTRESPONSE - PRINT ON DEMAND

### THE VANISHING MASS MARKET

**BusinessWeek**

*"...the fortunes of many of America's best-known companies now will rise or fall depending on how well they adapt to what is shaping up as a long and chaotic transition from the fading age of mass marketing to the dawning era of micromarketing."*

### PURPOSE

InstantResponse was designed to enhance the printed communications that the automotive dealer had to offer its customers.

Dealerships typically have a CRM program that allows them to create letters or postcards to their prospects / customers and print them at the dealership on the dealer's letterhead stationery. Typically these letters are formatted to fit in window envelopes for distribution to the prospects / customers.

This letterhead approach to communication is labor intensive and virtually ineffective in producing any results - other than the appearance that the dealer is organized. Though the communications have a good message in them, they rarely produce measurable results, as they usually get tossed out with the junk mail.

The InstantResponse platform was created to provide a much higher level of print quality, data and content driven material that is specific to each prospect's / customer's needs. It is produced off-site with a reliable, efficient process that requires no interaction from the dealer for on-demand campaign creation. The end result is a communications product that is extremely high quality, full of vehicle specific information for the customer and produced reliably and efficiently off-site requiring little or no effort from the dealership's personnel.

## FEATURES

### Multiple Database Platform Integration

Chrome Data

- In depth manufacturer vehicle information

### Multiple Database Cleansing Platform

USPS

- Address validation system

NCOA

- Updated change-of-address system

White pages

- Reverse look-up technology

Do-not-call registry list management system

### Comprehensive Campaign Library

Predefined, custom, content specific, full color campaigns

Multiple language for all templates

### Custom Marketing Technician For Each Account

### Complex Automated Data Mining System

Trend spotting algorithms designed to find opportunity pockets

### On-Demand, Off-Site Print Production

Reliable, cost effective zero labor off-site production

### CONFIRM Campaign Tracking

Accountable, proof of delivery system



*“Bringing  
CRM  
to the  
next level.”*

## BENEFITS

Set your dealership image apart with unique, custom marketing

Communicate to your customers in their own language, even if you don't speak it, via our preferred language platform

Minimize sales force time spent on low level tasks and maximize time spent on enhancing personal selling skills

Saves time and costs spent on in-house letter production

Increase revenue

Capitalize on referral business

Boost CSI

Maximize advertising dollars

Minimize employee labor

## THE BOTTOM LINE

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