



## IMN Loyalty Driver: What's New

IMN continues its long tradition of helping dealers communicate with their customers – driving customers in for sales, for life.

IMN Loyalty Driver is the cost-effective and proven solution that will maximize your marketing dollars and profits now, during our current down economy, and far into the future.

Loyalty Driver is now more than an e-newsletter service. Recent enhancements have solidified Loyalty Driver as the comprehensive online marketing platform for auto dealers. And now our proven solution is even more effective! Let IMN Loyalty Driver show you how.

With recent upgrades to Loyalty Driver, you can:

- Protect your most important asset – your database – by increasing your deliverability and reducing your opt-out rates
- Reach more prospects and customers, by extending the number of verified email addresses through Loyalty Driver's Email Append service
- Drive real results by seeing exactly how much revenue your email marketing is generating, and from which customers, using the Loyalty Driver ROI Report
- Identify your hottest leads and generate targeted lists with Loyalty Driver SpotLight
- Reach your targeted leads based on their recent activity or email your entire database regarding an event, a special offer or incentive program with FollowUps™

### Loyalty Driver Email Append

Your database is your greatest asset. Unlock its full potential by ensuring you have email addresses for every one of your customers and expand your revenue opportunities. We use only the highest quality data sources to match your customer names to obtain active, verified email addresses. The process is simple:

- you send us your customer names and addresses
- we'll match and append addresses against nationally established consumer databases
- we'll send a personalized welcome from your dealership, and
- we'll manage the append process and deliver the results back to you

### Loyalty Driver – ROI Report

Loyalty Driver generates results for your dealership by driving revenue in sales, service and parts. The ROI Report will show you which customers purchased vehicles or services as a direct result of interacting with your e-newsletter and FollowUps.

With the ROI Report you can:

- easily view sales or service results
- quickly see every article read, every coupon printed and every interaction from those individuals that purchased from you, in order to
- effortlessly drive more results and maximize your online marketing dollars





**Loyalty Driver – SpotLight**

Identify your hottest prospects with Loyalty Driver SpotLight. SpotLight produces targeted lists based on your subscriber’s interactions with your e-newsletter allowing you to do additional marketing programs such as FollowUps. With just a few clicks, you’ll discover and generate lists of those customers who are:

- researching new and used inventory
- shopping for maintenance deals, and
- ready to buy



**FollowUps**

Loyalty Driver FollowUps allow you to quickly reach out between issues of your monthly Loyalty Driver e-newsletter. Using results from Loyalty Driver SpotLight you can reach targeted segments of your database to promote a specific promotion, discount or special offer. Also, FollowUps can be used to email your entire database to announce special news. Either way, you have the flexibility of sending on your schedule – allowing your FollowUps to be delivered when you want them for the greatest impact.

**Loyalty Driver: Drive More Reach, More Revenue, More Results**

Loyalty Driver allows you to make the most of your database – your customers, your prospects. Ask us how.