

**PREMIUM
PRODUCTIONS**

Presents

AUTO DRIVE TARGET EMAIL

program

A graphic of a target with concentric red and white rings. The center bullseye is green and contains a white '@' symbol. A brown arrow with green and yellow fletching is shown hitting the bullseye.

Drive targeted consumers to your website and then to your dealership!

44% of email recipients made at least one purchase last year based on a promotional email. (ConvinceandConvert 1)

7 in 10 people say they had made use of a coupon or discount they had learned about through a marketing email in the prior week. (Webstar Research 2)

A recent WebTrends® survey stated that retailers ranked Email Marketing as the most important demand-generation activity (WebTrends 3)

Emails create impressions that lead to sales through other routes. (Harvard Business Review 4)

2-3x the amount of people willing to take an online action from an email will take an offline action such as coming into the store. (Harvard Business Review 5)

1 <http://www.convinceandconvert.com/email-marketing-advice/15-email-statistics-that-are-shaping-the-future/>

2 Webstar Research – Blue Kangaroo Survey on Marketing Emails

3 WebTrends®

You've Got Mail

Unlike most traditional dealership email programs, Premium's Auto Drive Target Email Program does not target the dealerships existing client base, instead we target thousands of potential prospects using geographic, demographic and other data. It helps reinforce any existing advertising and marketing that you are currently doing and is completely trackable, right down to your R.O.I.

Premium's Auto Drive Target Email Program will add more frequency to your current advertising mix as well as an element of TRACKING.

How It Works

- 1) Targeted lists are developed and pruned from millions of consumer records
- 2) Custom Email advertisements about your dealership are sent to thousands of potential prospects
- 3) Tracking & Sales Reporting are provided at predetermined intervals

List Selects:

- ☒ Zip Code
- ☒ Household Income
- ☒ Vehicle Intenders
- ☒ Vehicle Owners
- ☒ Own or Rent
- ☒ Age
- ☒ Gender



Consumer Lifestyle & Demo Selects

Lifestyle Changers

Expecting Parents
New Parents
Grandparents
Newly Engaged
Newlyweds
New College Students
College Graduates
Empty Nesters
Baby Boomers
New Movers
New Homeowners
Divorced

Occupation Types

Blue Collar
Government
Home Maker
Medical
Military
Professional
Retired
Self Employed
Student
Teacher
White Collar

Shopping Preferences

Apparel
Books
Children Products
Collectibles
Gifts
Groceries
Gourmet Foods
Electronics
Health & Beauty
Household Goods
Jewelry
Magazines
Mail Order Buyers
Membership Clubs
Online Buyers
Pet Products

Household Datasets

Coupon Clippers
Do-It-Yourselfer's
Food & Wine
Green Households
Health & Fitness
High Tech Households
Investors
Luxury Living
Movie Enthusiasts
Outdoor Enthusiasts
Travel Enthusiasts
Dog Owners
Cat Owners

Level of Education

High School
Some College
Associates Degree
Bachelors Degree
Masters Degree
Doctorate

Religion

Buddhist
Catholic
Christian
Hindu
Eastern Orthodox
Jewish
Lutheran
Mormon
Protestant

Consumer Interest Selects

Arts & Crafts

Ceramics
Crafts
Knitting
Needlepoint
Scrap Booking
Sewing
Woodworking

Interests

Do It Yourself
Social Networks
Gardening
Nature
Photography
News
Finance
Employment
Health
Entertainment
Dating

Hobbies

Astrology
Auto Repair
Cigar Smoking
Gambling
Gardening
Gourmet Cooking
Home Improvement
Musical Instruments
Photography
...and more

Outdoor Activities

Biking
Boating
Camping
Canoe/Kayak
Fishing
Hiking
Hunting
Skiing
...and more

Sports Selections

Baseball
Basketball
College Sports
Extreme Sports
Football
Golf
Hockey
NASCAR
Soccer
Tennis
Enthusiasts
Fantasy Sports
Collectors
Participants
Sports Betting

Travel

Business Travel
Cruise
Family Vacations
Frequent Flyer
International Travel
Timeshare Owners

Reading

Best Sellers
Children's
Investing/Finance
Magazines
Military
Mystery & Suspense
Non-Fiction
Religious
Sci-Fi
...and more

Health & Fitness

Alternative/Holistic
Cycling/Biking
Dieting
Healthy Cooking
Organic Foods
Pilates
Running
Swimming
Vitamin Users
Yoga
...and more

Music

Alternative/Rock
Gospel
Classical
Country
Hip Hop / R&B
Indie
Jazz
Latin
Oldies
Pop



Ailments

ACNE
ASTHMA
ALLERGIES
ALZHEIMERS
ARTHRITIS
BACK PAIN
HIGH BLOOD PRESSURE/HYPERTENSION
CANCER
HEADACHES/MIGRAINS
HIGH CHOLESTEROL
DEPRESSION/ANXIETY
DIABETES
IBS/ CONSTIPATION
MENOPAUSE
OBESITY
OSTEOPOROSIS
SLEEP ISSUES
SKIN CANCER
HEARING PROBLEMS
ECZEMA / PSORIASIS
Multiple Sclerosis
Gluten Free/Celiac

Ethnicity/Language Preference

African American
Algerian
Arabian
Armenian
Austrian
Bulgarian
Cambodian
Chinese
Czech
Danish
Dutch
English
Ethiopian
Filipino
Finnish
French
German
Greek
Hindu

Hispanic
Indian
Irish
Italian
Japanese
Jewish
Korean
Lithuanian
Middle Eastern
Norwegian
Pakistani
Polish
Portuguese
Russian
Scandinavian
Scottish
South African
Swedish
Thai
Turkish
Vietnamese



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Lifestyle Changers

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New Parents
Grandparents
Newly Engaged
Newlyweds
New College Students
College Graduates
Empty Nesters
Baby Boomers
New Movers
New Homeowners
Divorced

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Home Maker
Medical
Military
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White Collar

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Children Products
Collectibles
Gifts
Groceries
Gourmet Foods
Electronics
Health & Beauty
Household Goods
Jewelry
Magazines
Mail Order Buyers
Membership Clubs
Online Buyers
Pet Products

Household Datasets

Coupon Clippers
Do-It-Yourselfer's
Food & Wine
Green Households
Health & Fitness
High Tech Households
Investors
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Movie Enthusiasts
Outdoor Enthusiasts
Travel Enthusiasts
Dog Owners
Cat Owners

Level of Education

High School
Some College
Associates Degree
Bachelors Degree
Masters Degree
Doctorate

Religion

Buddhist
Catholic
Christian
Hindu
Eastern Orthodox
Jewish
Lutheran
Mormon
Protestant

Creative

Custom Creative Designed To Suit YOUR Goals For
Every Campaign



Call us at: 1-888-888-8888



Hurry In for The Best Prices Of The Year Before They Melt Away!



2013 Hyundai ELANTRA GLS

Automatic, Air Conditioning, Preferred Package, Heated Seats, Steering Wheel, Audio Controls, Bluetooth, Fog Lights, AM/FM Stereo w/CD Player, Keyless Entry, Alloy Wheel, MSRP \$19,520

Lease For **\$89** per month

[View Inventory](#)

\$2962 due at signing, no sec dep req. MSRP \$19,520



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ABC
HYUNDAI

Call Us at: **888-888-8888**



ABC KIA

217 New York 303, Valley Cottage, NY 10989



Hurry In For The Best Savings Of The Year!

	New 2013 Kia Optima auto, 4cyl, a/c, per w/fin, bluetooth, ABS, alloy, 16" x 14" x 14" Price incl \$420 College Grant or \$400 Military rebate. MSRP \$23,720	Lease For \$289 <small>per month</small>	View Inventory
	New 2013 Kia Sorento auto, 4cyl, a/c, per w/fin, bluetooth, ABS, alloy, 16" x 14" x 14" Price incl \$420 College Grant or \$400 Military rebate. MSRP \$23,720	Buy For \$25,000	View Inventory
	New 2013 Kia Optima Hybrid auto, 4cyl, a/c, per w/fin, bluetooth, ABS, alloy, 16" x 14" x 14" Price incl \$420 College Grant or \$400 Military rebate. MSRP \$23,720	Buy For \$25,000	View Inventory
	New 2013 Kia Forte auto, 4cyl, a/c, per w/fin, bluetooth, ABS, alloy, 16" x 14" x 14" Price incl \$420 College Grant or \$400 Military rebate. MSRP \$23,720	Lease For \$289 <small>per month</small>	View Inventory
	New 2013 Kia Cadenza auto, 4cyl, a/c, per w/fin, bluetooth, ABS, alloy, 16" x 14" x 14" Price incl \$420 College Grant or \$400 Military rebate. MSRP \$23,720	Buy For \$25,000	View Inventory
	New 2013 Kia Sportage auto, 4cyl, a/c, per w/fin, bluetooth, ABS, alloy, 16" x 14" x 14" Price incl \$420 College Grant or \$400 Military rebate. MSRP \$23,720	Lease For \$289 <small>per month</small>	View Inventory

ABC
Kia

Call Us At: **1-888-888-8888**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis consectetur nec semper fella dapibus, vitae tristique sem tortor. Cras faucibus a mi et feugiat. Sed non sodales enim. Duis ipsum mi, hendrerit ut turpis in, feugiat tempus tell. Cras tempor idb et duih facilisis. Amet et auctor eros, et amet pellentesque ipsum. Sed nec nulla et elit lacrima laboris. Donec quis vivamus enim.



Call us at: 1-888-888-8888



SAVE UP TO \$X.XXX OFF MSRP ON ALL 2013 VEHICLES



2013 Hyundai ELANTRA GLS

Automatic, Air Conditioning, Preferred Package, Heated Seats, Steering Wheel, Audio Controls, Bluetooth, Fog Lights, AM/FM Stereo w/CD Player, Keyless Entry, Alloy Wheel, MSRP \$19,520

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ABC
HYUNDAI

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Deployment

White Listed Email Delivery

Can Spam Compliant

Integrated Open Tracking

Integrated Click Tracking

Tracking

Open & Click Tracking Within The Email

Postal Matchback

Automated DMS Polling (Set It & Forget It)

Benefits

Exposes Your Dealership & Offers To More Consumers

Enhances Awareness Of Other Advertising You're Currently Running

Generates More Traffic To The Most Important Pages Of Your Website

Helps Lift Sales & Provides A Tangible Metric To Measure Lift

Campaign Specifics

Development Of a List of 140,000 Targeted Prospects

(2) 70,000 Email Deployments Throughout Each Month

(1) Custom Email Creative Every Month

Postal Matchback After Every 3rd Month To Calculate ROI

Automated Polling Of Your DMS

Full Reporting Of Opens, Clicks & Attributed Sales

Data Refresh After Every 3rd Month

Under

3¢

Per Email

\$3,850 per Month

Based on Suggested 3 Month plan