Email Marketing
Built for Buyers — Not Just Inboxes

Predictive, behavior-driven conquest email campaigns designed to reach consumers actively considering their next vehicle — not static lists or broad audiences.

Using advanced AI-driven predictive modeling, we identify individuals showing real purchase signals based on online research behavior and brand-level intent. Thousands of demographic and lifestyle attributes can then be layered in to refine each audience, ensuring messages reach consumers with both the interest and the profile to act.

Smarter targeting. Better timing. Higher intent.

Why Our Automotive Email Campaigns Perform Better

Most email campaigns focus on reach. Ours focus on **readiness.**

Rather than sending messages to static lists, we prioritize consumers who are actively researching vehicles and showing signals consistent with an upcoming purchase or upgrade. This allows our email campaigns to support real buying behavior — helping drive engagement, appointments, and showroom traffic instead of passive impressions.

Traditional Email Marketing	Our Predictive Email Approach
✓ Static or rented email lists	✓ In-market audiences
✓ One-time sends	✓ Behavior-based targeting
✓ Broad awareness messaging	✓ A.I. predicted modeling engine
✓ Limited buyer intent signals	✓ Focused on upgrade-ready shoppers

Best Suited For:

- ✧ Automotive dealers (new & pre-owned)
- ✧ Buyback and upgrade campaigns
- ✧ Lease maturity and equity opportunities
- ✧ Agencies managing dealer clients
- ✧ Markets where timing and intent matter

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Automotive marketing guided by data, timing, and intent.

How Our Conquest Email Strategy Works

1. Identify In-Market Consumers
We analyze behavioral, demographic, and modeled purchase signals to focus on consumers actively researching or preparing to upgrade.

2. Build Targeted Email Audiences
Audiences are refined based on intent, geography, ownership patterns, and engagement behavior.

3. Deploy Optimized Email Campaigns
Creative, timing, and delivery are structured to maximize open rates, clicks, and response.

4. Reinforce With Follow-Up Touches
Re-broadcasting to openers and clickers increases engagement without increasing waste.

Designed for Automotive Purchase Behavior
Bullet points:

- ✧ Supports buyback and trade-in campaigns
- ✧ Aligns with typical vehicle ownership cycles
- ✧ Reaches payment-sensitive and equity-driven buyers
- ✧ Complements direct mail and digital campaigns
- ✧ Helps convert research into showroom visits

Execution You Can Trust

- ✓ CAN-SPAM compliant delivery
- ✓ Industry-accepted best practices
- ✓ Transparent reporting and engagement metrics
- ✓ Designed to integrate with broader campaigns

Let's Identify Who's Ready to Buy — Not Just Who Can Be Reached

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