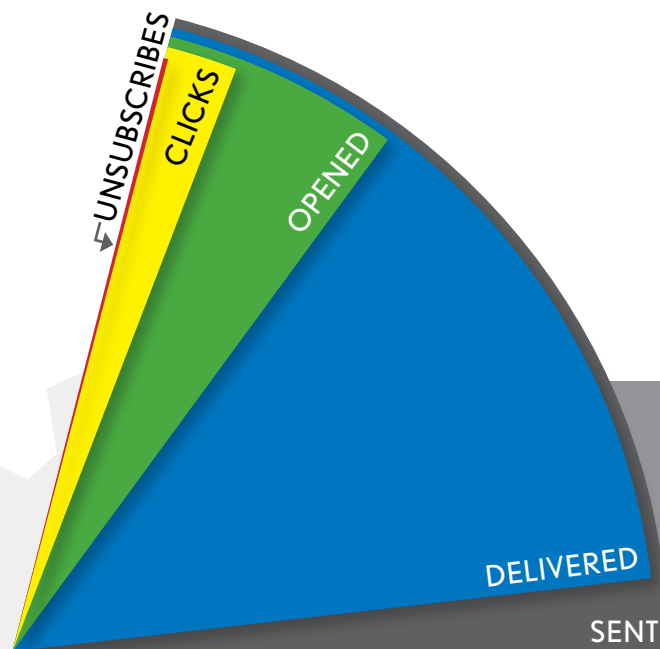


# Proven *Results*

Traffic Builders' Proven Results provide tools to evaluate the success of each e-mail campaign. By accurately measuring delivery and click-through rates, tracking the number of links to your website, and measuring how many customers utilized the e-mail offer, you'll see how our entire suite of Ecceleration™ products drives business to your dealership.

## REPORTS SHOW:

- Delivery Rates
- Total and Unique
  - E-mails opened
  - Clicks on website links
  - Clicks on schedule service link
  - E-mails forwarded to others
  - Unsubscribe rates



### Average Dealer E-mail Statistics†

- 92% Delivery success
- 29% Unique opens
- 6% Unique clicks
- .6% Unsubscribes

Reporting on Ecceleration™ promotions will be provided within 14 days of the e-mail expiration date. Current Ecceleration™ customers with a data dial-in within 30 days of the new e-mail request can expect a 7-day turnaround. New Ecceleration™ customers with a data dial-in within 30 days can expect a 10-day turnaround. Only current customers with a dial-in within 30 days are eligible for an Ecceleration™ Blast.

† All averages have been calculated based on database statistics from all active Traffic Builders clients.



Direct Mail

E-mail

Group Programs

Reporting

*"Traffic Builders stays on the cutting edge to make sure we are using the most effective marketing available for our area."*

- Gary Coleman, Fox Toyota

# Proven *Systems*

## ECCELERATION™

Traffic Builders' affordable proprietary e-mail marketing solutions.

Our Ecceleration™ e-mail program is an excellent addition to any marketing program. It is a cost-effective and targeted approach to maintaining your reach to the computer-savvy audience. Ecceleration™ has the versatility to be used in conjunction with direct mail or as a quick way to get the word out about a service opportunity.

## Ecceleration™ Basic

### UNIQUE VALUE

Ecceleration™ Basic enhances your direct mail marketing program. An electronic version of your direct mail piece is sent to e-mail addresses in your database. It serves as reinforcement to the mailer by increasing awareness and response for your service promotion.

### BENEFITS

- Serves as a second chance for a mailer to make an impact
- Interacts with your direct mail campaign to continue the custom look of your dealership and your brand
- Timed to reach homes to boost mid-month repair order traffic and remind customers that the mailer will soon be expiring
- Includes a link to your website to allow customers to conveniently schedule service appointments
- While on your website, customers may browse for additional information about your dealership and service department
- Opt-in and opt-out choices help target your customers to reach only those genuinely interested in receiving your offers
- E-mail messages are quickly delivered to your target customers, with no additional work for you



Sample image only

## Ecceleration™ Pro

### UNIQUE VALUE

Ecceleration™ Pro takes everything that makes Ecceleration™ Basic great and makes it even better. Ecceleration™ Pro offers full customization of the e-mail and the ability to choose up to eight different coupons. If you want to target your message directly to e-mail customers, then this is the ideal e-mail product for you.

### BENEFITS

- All the standard benefits of Ecceleration™ Basic
- May be used as a follow-up to a direct mail marketing program or as a stand-alone initiative
- Fully customizable
- Variance in number and types of coupons
- A forward-to-friend option encourages recipients to invite new customers to your dealership



Sample image only

## Ecceleration™ Blast

### UNIQUE VALUE

The template-based Ecceleration™ Blast is the quickest way to reach your customers. It is a fast, effective and affordable enhancement to your marketing strategy. An e-mail message is sent to your customers containing an exclusive offer to entice them to respond immediately.

### BENEFITS

- 72-hour communication turnaround.
- A great way to encourage traffic during slower times in your service department.
- E-mails are quickly delivered to your target customers, with no additional work for you.
- Choose from a variety of pre-designed templates.



Sample image only

21%

TARGET AUDIENCE: ALL CUSTOMERS WITH VALID E-MAIL ADDRESSES\*

21% of an average dealer's customer database