

**AUTOMOTIVE MARKETING PLATFORM**

# OMNI-CHANNEL MARKETING

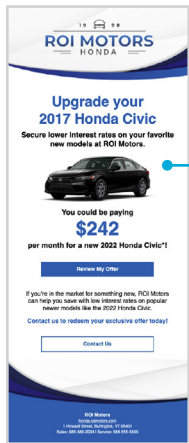


The Power of One | Cox Automotive

With **Automotive Marketing Platform**, dealers can engage with customers through their preferred means of communication and create a consistent omni-channel marketing experience. With the support of an experienced Marketing Account Manager, intelligent marketing campaigns deliver personalized content tailored to each individual shopper. These campaigns are delivered through email, direct mail, text message, or Facebook marketing to boost engagement and help dealers close more deals.

## 14x ROI

on average for dealers utilizing multiple marketing channels with Automotive Marketing Platform.<sup>1</sup>



### Email

Enhance email by leveraging exclusive Cox Automotive consumer insights to know exactly where your shoppers are along their buying journey, and target them with personalized, automated emails that contain customized offers matching specific vehicles they're shopping to buy.



### Direct Mail

Expand your dealership's lead generation and brand awareness through direct mail marketing. Communicate unique offers or seasonal promotions tailored to each customer—including personalized vehicle offers—at scale.



ROI Motors: Upgrade your 2017 Honda Civic Today!

In the market for something NEW? Save with low interest rates on popular newer models like the 2022 Honda Civic.

Learn more at:  
<http://honda.roimotors.com/vehicleoffer.htm>

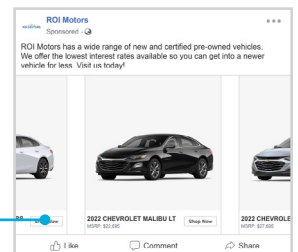
### Text Message

Boost engagement and build rapport with customers through text message marketing. Texting enables dealers to quickly communicate with customers at a personal level that builds loyalty and can be easily incorporated into your automated marketing campaigns.<sup>2</sup>



### Facebook Marketing

Send targeted sales or service ads to high-value customers in your CRM. Present relevant vehicles to shoppers with a real-time feed to your dealership's website inventory.



## Questions? Contact us at (866) 578-8152

1. Based on analysis of customers receiving messages from Automotive Marketing Platform, August 2022–August 2023. Analysis performed August 2023.
2. Unlimited MMS Texting is required for Automotive Marketing Platform.



### Ready to Get Started?

Scan the QR code to schedule a demo or visit [Vinsolutions.com/Request-Demo](https://Vinsolutions.com/Request-Demo)