

## TARGET PRO

*Easily find sales and service opportunities you can convert with*

# ENHANCED DATA MINING

Opportunities are waiting in your customer database — and Target Pro makes sure you take advantage of all of them. The smart combination of advanced analytics and Connect CRM data takes data mining to the next level, going deeper into more data sets to find new opportunities to market to. And because Target Pro is embedded in Connect CRM, workflows are seamless, accurate and easily accessible.

### **Deeper Customer Data**

Don't stop at equity — build custom campaigns based on service drive, CRM and website activities.

### **Simple, Flexible Functionality**

Intuitive dashboards and search queries quickly identify marketable data segments in your database and keep track of those you've already targeted. Dealership management can easily assign tasks to sales reps for prompt follow-up.

### **Easy Integration**

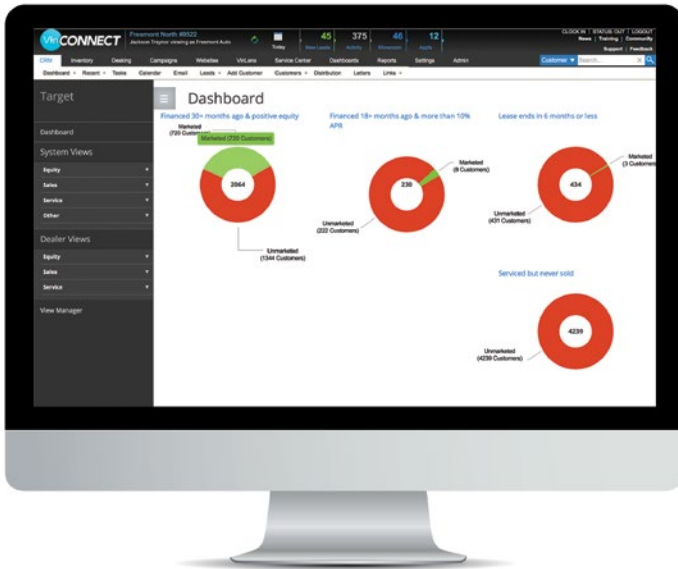
Target Pro integrates with Connect CRM and Connect Marketing so you can easily send targeted messages the minute you segment your data to find new opportunities — including dynamic replacement offers. It also works with Connect Desking so you can verify the profit potential of any offer you send.

### **Service Drive Management**

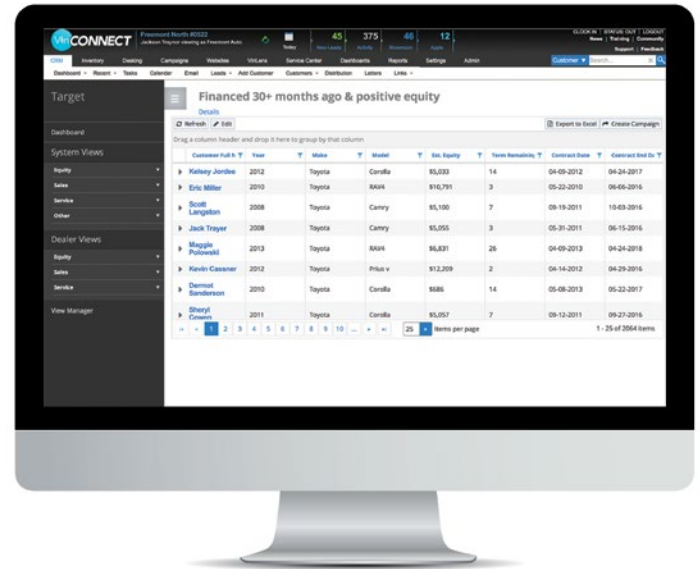
Data mining isn't just for immediate sales. Use Target Pro to drive more service appointments, capture lost opportunities and convert service clients into active sales prospects.

To learn more about Target Pro, visit [vinsolutions.com](http://vinsolutions.com) or call 877.768.6134

**VinSolutions**  
Make every connection count.



Get a high-level dashboard view of the hidden sales and service opportunities in your database.



Drill deeper into marketable opportunities to identify and sell to highly motivated shoppers.

## Also Available:

### Target Pro+

Upgrade to Target Pro+ and get your own Target Pro advisor. This VinSolutions expert works with you directly to identify market opportunities and develop, execute and monitor the effectiveness of strategic campaigns.

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