gocampaigns

automated micro marketing

FICO based credit data to select and prequalify prospective buyers
Prospect profiling capability to match the right vehicle to right buyer

LeadMiner will enable you to target 5,000, or more, vehicle buyers, offer each a vehicle based on their prospect profile, and provide financing to each based on their individual FICO scores.

We offer you:

Real time FICO-based financial profiles on prospects and software needed to manipulate data into fully individualized mailpieces

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Auto specific calculators and templates to create unlimited letters and e-mails, each personalized and relevant to recipients

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The ability to import and integrate your existing database and use Lead Miner™ to offer vehicles and services based on past purchasing history

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A completely automated process from lead acquisition and campaign creation to print and mail fulfillment

Seven Built-in Calculations allow you to:

- Offer credit based on a percentage of a prospects income
- Display savings achieved (dealer price minus MSRP) on a check voucher
- Offer monthly payment calculations for up to 3 vehicles
- Offer monthly lease payment calculations for up to 3 vehicles
- Offer an additional incentive based on a percentage of the dealer price
- Alter down payment percentage required for financing
- Set sales tax percentage for your area

Personalized direct mail campaigns have proven to be extremely effective, as the level of personalization leads to increased relevance. A five- to 10-fold increase in response rates can be expected for well-designed direct mailers as compared to traditional static direct mail. *(BANTA CORPORATION WHITE PAPER 2/2004)*

For more information visit www.gocampaigns.com. Call us today 1-877-994-8100