

AutoMarket In.Sight™

Reach more customers, reduce your marketing costs and achieve higher ROI.



*I'm looking
for my first car.*

Your target audience
matches my profile.

*I have purchased my
last three trucks
from your dealership.*

**I HAVE BEEN A
LOYAL CUSTOMER
FOR 10 YEARS.**

*I will be in the
market for an SUV
within 45 days.*

Ever wish your Sunday ads only went to the best, most qualified customers and prospects? With AutoMarket In.Sight, the powerful new marketing system from Cobalt and Acxiom Corporation, they can. AutoMarket In.Sight distills and integrates customer information from OEMs, dealers, and demographic and purchase modeling databases to pinpoint the most highly-qualified audience for your marketing campaigns. AutoMarket In.Sight drills through the jumble of data to find customer gold.



Get the right message to the right customers at the right time—and at the right cost.

AutoMarket In.Sight helps you conduct highly targeted, cost-effective one-to-one marketing. It converts your operational DMS data into useful marketing data through data extraction, cleansing, integration and analysis. Data are continuously updated and bad or duplicate records are eliminated. This ensures that your records are always current and helps you comply with privacy legislation.

At the start of the program, a summary of your clean customer data is presented in a benchmark report to help you define marketing direction and budget and maximize your marketing reach. Your report includes summaries of customer profiles, numbers of prospects in your area and quantified dealership goals. Then, only in-market prospects and customers for the current quarter are targeted, reducing wasted mail pieces and increasing customer response and ROI.

Once you've enrolled in AutoMarket In.Sight, we work with you to develop campaigns that best address your target market throughout the year. Each campaign runs monthly for one quarter. AutoMarket In.Sight polls your DMS regularly for sales data to report campaign-related activity and track your marketing program's ROI on a monthly and quarterly basis.

KEY FEATURES AND BENEFITS

- › Increase profits by analyzing customer and prospect data to pinpoint your most qualified, in-market prospects.
- › Increase ROI and reduce marketing costs via accurate customer data and profiling: your message only reaches the prospects most likely to respond.
- › Reduce your marketing management effort: automated campaign management, creation, fulfillment and ROI reporting let you focus on selling cars.
- › Avoid treating your customers like strangers with accurate, complete, integrated customer records and continuous data updates.
- › Comply with privacy legislation by maintaining accurate customer records, applying do-not-solicit suppressions and using data not restricted by privacy legislation.
- › Accurately measure campaign ROI and effectiveness based on actual sales data polled from your DMS.
- › Ensure the success of your marketing program via AutoMarket In.Sight's ongoing program support, dealership e-business best practices training and consulting.

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From The Cobalt Group, the automotive e-business experts.

To sign up now or to get more information about AutoMarket In.Sight, contact your Cobalt sales consultant at 800.909.8244 or email sales@cobaltgroup.com.