



ADCO - Daily Market Conquest (DMC)

Computerized Targeted Marketing for Automobile Dealers

COMMUNICATE

Boost showroom traffic
Sell more vehicles
Gain new and used vehicle market share

Capture everyone who had their Auto Credit pulled, YESTERDAY! That's Right, YESTERDAY!

We know that Auto Dealers and Lenders pull credit prior to making a car deal or finalizing an auto loan. We also know that once buyers begin shopping, they usually make their purchase within a 72-hour period. Therefore, you have a limited time to capture these buyers and sell them a vehicle.

DMC delivers the Name, Address and Phone Number of each preselected buyer right to your desktop, DAILY! **Fresh Daily Leads** give you the competitive advantage and afford you the opportunity to make **Conquest Sales** that may have otherwise gone to your competition.

Leads are scrubbed against the National Do Not Call Directory and National Change of Address System.

Our **Computerized Targeted Marketing Technology** preselects each buyer by **Geography** and filters the leads by **FICO Score**; effectively capturing the buyers that are best suited to your store.

Prequalified Auto Loan

Preselected buyers are prequalified for an Auto Loan. Firm offers of credit and additional promotional offers attract these buyers to your store, which drives vehicle sales and increases market share.

Branded Voice Broadcasts - OPTION

With our Branded Voice Broadcast option, daily we deliver a pre-recorded message with a compelling offer to come to your store to every preselected buyer. Branded Voice Broadcasts will supplement your Sales Team and boost showroom traffic.

Branded Premium Invitation - OPTION

Daily we deliver via First Class Mail, a Branded Premium Invitation with a compelling offer to come to your store, to every preselected buyer. Each Premium Invitation is branded with your company information and includes Variable Data based on the preselected buyer's information.

DMC At Work

Your Sales Manager receives **Fresh Daily Leads** on the computer, delivered right to his desktop; capturing everyone in your **Target Market**, filtered by **FICO Score** who had an Auto Credit pulled the previous day. Then he distributes the leads to your **Sales Team** to contact, giving them a **Sales Call Script** and ammunition to make compelling offers to come to your store. In addition, the preselected buyers can receive a phone call with a pre-recorded **Branded Message**, making a compelling offer to come to your store. Finally, preselected buyers can be sent, via first class mail, a **Branded Premium Invitation**, with a compelling offer to come to your store. It's targeted, responsive and comprehensive - it doesn't get better than this!

Call your Account Executive today to find out more about how DMC can help you maximize your marketing efforts or for additional information on ADCO Marketing Solutions call 980.722.5555.