



Key Insight

iNewsletters drive service revenues, repeat, and referral business.

Key Research Results

■ **Outsell iNewsletters Elicited High Levels of Engagement from Readers**

- 92% read the iNewsletter in detail or skim it
- 87% find iNewsletters interesting

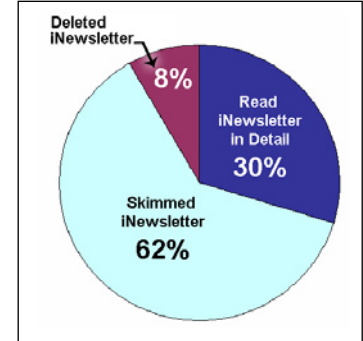
■ **Outsell iNewsletters Increased the Visibility of Sales and Service Specials for the Dealership**

- 77% of readers say they are more likely to use the dealership for service
- 57% say they are more likely to contact the dealership about sales specials

■ **Outsell iNewsletters Influenced the Purchase Decisions of Readers**

- 74% say they are more likely to put the dealer on the shortlist for the next vehicle purchase
- 63% say they are more likely to purchase a vehicle from the dealership

■ **Outsell iNewsletters Increased Loyalty and Advocacy for Dealerships with Measurable Results**

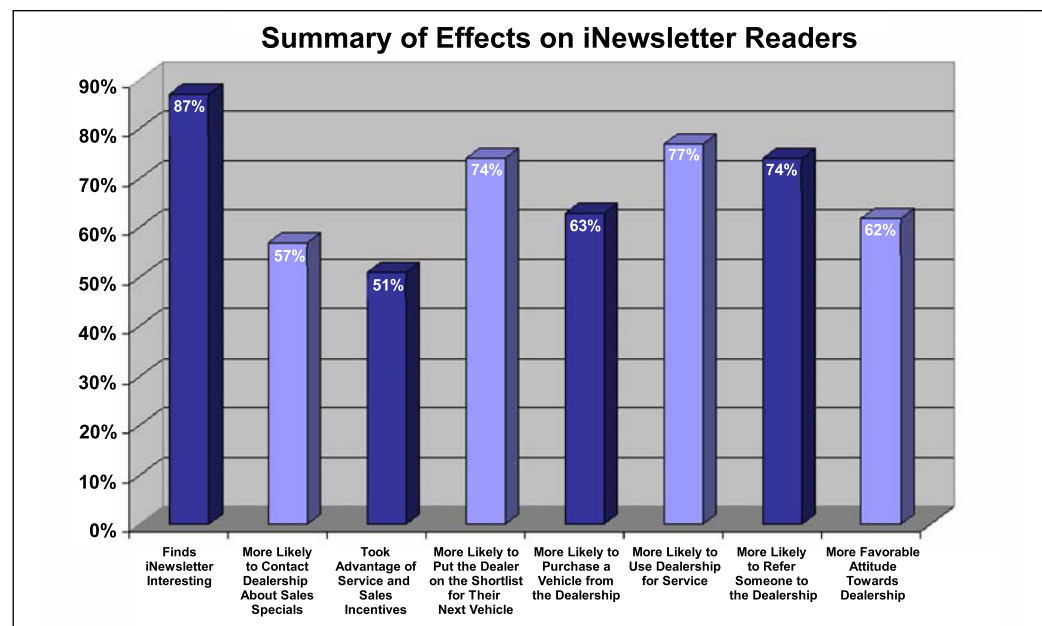


Key Recommendations

- Leverage the Role of Emotions in Automotive Purchase Decisions
- Increase ROI by Offering Incentives
- Invest in Relationships

Analysis

Results from an online research study of readers of iNewsletters created by Outsell on behalf of dealers are highly effective in fulfilling the goals of generating increased sales and service revenue, and promoting loyalty and advocacy for the dealerships.



For More Information:

- **Outsell iNewsletters Elicited High Levels of Engagement from Readers:**
 - > 92% of the surveyed recipients report reading the iNewsletter.
 - > One third of the surveyed recipients report reading the iNewsletters in detail.
 - > 87% of the surveyed recipients who read the iNewsletters found them interesting.

- **Outsell iNewsletters Increased the Visibility of Sales and Service Specials for the Dealership:**
 - > 51% of the surveyed recipients made use of service coupons and sales specials.
 - > 57% of the surveyed recipients said they were more likely to contact the dealership about sales specials.

- **Outsell iNewsletters Influenced the Purchase Decisions of Readers:**
 - > 74% of the surveyed recipients said they were more likely to put the dealer on their shortlist for their next vehicle purchase.
 - > 63% of the surveyed recipients said they were more likely to purchase a vehicle from the dealership.
 - > 77% of the surveyed recipients said they were more likely to use the dealership for service.

- **Outsell iNewsletters Increased Loyalty and Advocacy for Dealerships with Measurable Results:**
 - > 74% of the surveyed recipients said they were more likely to refer someone to the dealership.
 - > 62% of the surveyed recipients said they had a more favorable view of the dealership after reading the iNewsletter.

Recommendations

- **Leverage the Role of Emotions in Automotive Purchase Decisions:** What differentiates the Outsell iNewsletter from simple direct mail campaigns is the facilitation of instantaneous communication at the point of need by chat enabling the iNewsletter. Studies show that emotion plays an important role in consumers' decisions when making an automotive purchase. The interactive links to Live Chat placed within the newsletters allow customers to effectively communicate their needs to the dealership immediately, driving sales traffic to the showroom floor.

- **Increase ROI by Offering Incentives:** Offering sales and service incentives in the form of promotions and coupons can be invaluable to the goals of increasing traffic and promoting customer loyalty and advocacy. This is especially true for fixed operations at a dealership, which can drive the ROI even higher through the collateral service and parts traffic they will generate.

- **Invest in Relationships:** By offering customers the types of information and services they most desire, dealerships will be able to build relationships with their customers - an incredibly important influencing factor in not only the purchase decision, but also customer retention and referrals.

iNewsletters: Interactive marketing tools produced by Outsell and delivered via e-mail to the current and prospective customers of automotive dealers nationwide. Outsell customizes the design and content of each newsletter to reflect the dealership's identity and the auto brand. The content is typically a range of sales and service offerings, discount coupons, service and safety tips, general information about the automotive industry and lifestyle articles. These iNewsletters are designed to educate, inform, and entertain the consumer to maximize readership, while at the same time building loyalty and promoting advocacy on the part of the customers for the dealership to drive sales and service revenues.

iChannel: The "iChannel" refers to online-based channels of communication. Dealer Websites, E-mail communications, and online Live Chat are all examples of the "iChannel".

iBase: iBase refers to a knowledgebase gathered by Outsell focused on the role of the internet in the process of buying and selling vehicles. It includes data on the behavior, perceptions, needs, and expectations of internet car buyers. It also contains information regarding how dealerships view and use the internet in their marketing and sales process. The iBase has been created based on customer and dealer interactions and strategic research studies that capture quantitative and qualitative information which is then analyzed in an objective manner.

Methodology

iBase Survey Methodology. The iNewsletter survey was conducted from June 6-July 26. The survey was delivered to iNewsletter recipients of 6 dealerships located across the United States. Pilot testing demonstrated that the survey used was comprehensible to the average intended recipient. The survey construction was based on commonly accepted academic best practices.

The survey was comprised of 7 multiple choice questions and 1 open-ended response question. The final N was 1036 completions with a Confidence Level of 95% (+/-) 3% Margin of Error.

Who is Outsell? Outsell, LLC exists to drive unit sales for automotive dealers. We provide interactive sales and marketing services that help dealers target, engage, qualify, and close more business. Outsell delivers measurable results for our customers.