



# Outsell Campaign

Outsell Campaign is a suite of behaviorally-targeted campaigns that automatically identify, connect with, and convert prospects into customers on an individualized basis across both sales and service.

Outsell Campaign makes dealers' lives easier by keeping them in front of customers on a consistent, individualized basis, and automating follow up.

### ENGAGE CONSUMERS THROUGHOUT THEIR LIFECYCLE

Analyzes online and offline data automatically and speaks to individual consumers' changing personal and product needs over time, driving high engagement, service appointments, and sales.

### RESPONSIVE DESIGN

Drives optimal effectiveness with responsive design across all of your customers and prospects' devices.

### DYNAMIC CONTENT

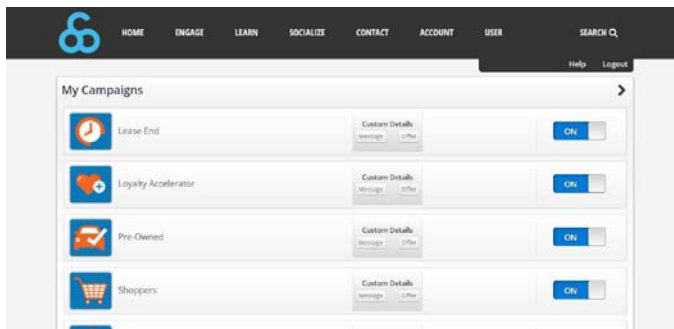
Outsell's Dynamic Content feature enables dealers to serve specific content to individual consumers, boost response rates and ultimately sales due to more personalized and relevant model content, and present web/mobile shoppers with pre-populated lead forms that improve completion rates up to 36 percent.



### Data Management

Outsell's Data Management helps you reach the unreachable in your database, increases your ability to retain current customers, and provides more opportunity for targeted outreach across social and email channels.

Campaigns for every profitcenter



# 8.7

LINKED SALES / MONTH

*\$84 Cost per Unit Sold*

# 151

REPAIR ORDERS/MONTH

*\$84 Cost per Unit Sold*

# 9-30x

AVERAGE ROI

# up to 35%

INCREASE

*in your email addressable database is possible with regular Data Management.*