

# THE IMPORTANCE OF LIFECYCLE ENGAGEMENT THROUGH CROSS-CHANNEL MARKETING

**Outsell Equity identifies who within your database has reached positive equity status and automatically engages them through the best channel - including smart Direct Mail.**

- *Not a "one and done" standalone equity tool*
- *Fully integrates into your complete lifecycle automation suite*

## DEALERS SAW IMPRESSIVE RESULTS\*

4.6

average Equity Direct Mail  
Linked Sales per month

32:1

average ROI for Equity Direct  
Mail spend

*\*June thru Sept. 2020*

## EXTEND YOUR EQUITY REACH

73%

of Linked Sales for Equity Direct  
Mail had not engaged with  
emails for the past 12 months

130

day average shorter repurchase  
lifecycle for consumers who  
engaged any Equity Campaign



“Outsell turned what used to be a huge slog of gathering incentives, making creative, and deploying haphazard and dull equity emails to our customers into something elegant and intuitive. There’s no need for a data scientist or a graphic designer anymore. Outsell turned similar payment upgrades into a piece of cake!”



**Chris Basha**  
Marketing & Technology  
Director