PRE-SCREEN CREDIT MARKETING: AD AGENCIES - AUTO

List | Marketing | Analysis

Auto rates have substantially dropped making now an extremely beneficial time to finance a new vehicle. Our bundle of products and services below have proven not only to be the best way to target, engage, and convert the ideal prospect, but also to measure and refine your audience for continuous campaign improvement. Call us today whether you're just in need of data or a complete solution: 888-503-8308

Credit Inquiries AKA Triggers (Additional Fees Apply)		
Credit Scores and Other Attributes		
Revolving Credit Attributes	The Auto Group	The Auto Group
Auto Tradeline Aggregate Attributes	The Right Vehicle at the Right Time	The Auto Group
Number of All Tradelines To (Open and Closed tradelines are included) Number of Open Tradelines To All Tradelines Current Balance To No New Tradelines in the last Months	Congratulations Sandra!	We can take your payment from
Auto Tradeline Attributes	Our records indicate that your monthly auto loan payment is way too high. *You have been pre- approved for an auto loan of \$7,500 up to \$29,987 to finance a new vehicle at The Auto Group at a lower interest rate and monthly payment than you're currently paying.	\$550 We have personalized vehicle deals just for you. Shop from the comfort of your home before heading into the dealership.
Tradeline Type		Down to approximately
Loan Status Paid account as agreed 4 or less payments past due Repossession 2 or less payments past due 4 or more payments (120 days) past due Collection account 3 or less payments past due Collection account	Current Estimated Payment: \$550 New Payment: \$360 Monthly Payment Savings: \$190 \$2,280	\$360
To Interest Rate To Tradeline Term in Months To Months Since Tradeline Opened To Months Remaining on Tradeline To High Credit Amount To Current Balance To Monthly Payment To % Paid Through	If you want to lower your current monthly payment, now is the time to visit The Auto Group. Or if you are looking to trade in your current vehicle, our inventory of quality pre-owned vehicles is the best in the area with just about every make and model in stock. To start saving money today, follow the steps below. START SAVING TODAY STEP 1: Visit your personalized URL www.offersdirect.com/MD/27705553 or give us a call at <u>844-394-2557</u> and enter in your PIN: 27705553	Hi Sandra, After reviewing your record we found that you are sper your monthly auto loan payment. We can significantly i payment, leaving you with extra cash in your pocket ea We have personalized vehicle deals just for you. Clic
Bankruptcy Attributes	Step 2: View your vehicle deals and schedule an appointment at The Auto	see exactly what vehicles at our dealership you qualify payment.
Repossession Attributes	Step 3: Head into the dealership, select your vehicle, and start saving.	
Mortgage Attributes	You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll free 1-888-567-8688. See <u>PRESCREEN & OPT-OUT NOTICE</u> on the reverse side for more information about prescreened offers.	Get Your Personalized Vehicle De
Mortgage Tradeline Attributes		You are also welcome to give us a call at (8 WWW.THEAUTOGROUP.COM
H Student Loan Tradeline Attributes	The Auto Group CERTIFICATE NO. 112 Address Here	Be sure to enter your personal PIN: 2; The Auto Group Get Offer We have personalized vehicle deals just for you. Shop from
Personal Loan Tradeline Attributes	Burleson, TX 76028 Dollars Up To: You've been pre-approved for an auto loan of \$7,500 up to \$29,987* DolLaRs CENTS ISSUED FROM:	Or stop by the dealership:
⊕ Census Attributes	ISSUED TO: UP \$29,987" 00 PERSONAL PIN CODE:	The Auto Group
Individual Attributes (Additional Fees Apply)	Sandra LastName 27705553 Address Here 52.9,987* 00	Dealership Address Here
Property Attributes (Additional Fees Apply)	Address Here D Stand Signature No Nov Nov Nov Nov Nov Nov Nov Nov Nov	Burleson, TX 76028
Household Vehicle Attributes (Additional Fees Apply)		www.theautogroup.com
Individual Vehicle Attributes (Additional Fees Apply)		
CREDIT + AUTO DATA -	PERSONALIZED MAILER	MULTI CHANNEL MARKETING
COUNT & FULFILLMENT IN	CONTENT	ENHANCEMENT

SECONDS

ScoredList Video Tutorial

Using our online system ScoredList you can easily run counts. Find your ideal prospects using criteria such as, location, credit score, interest rate, monthly payment, current balance, vehicle data (make, year, model), or triggers.

Auto Group

Refinance Offer

Estimated Monthly Savings: \$189

Auto Group

d to upgrade your

est rate.

zip code to nonthly payment

Offer and

ent Today!

r Vehicle and Lower Your Interest Rate

n Your Auto Loan Payment Today

Last Nam Zip Code

Get Your Personalized

Refinance Offer: Simply enter in your last name and zip code to see your offer

Mailer Sample

Personalization of direct mailers is highly relevant, improves targeting, heightens engagement, enhances the customer experience, and it can greatly increase response rates.

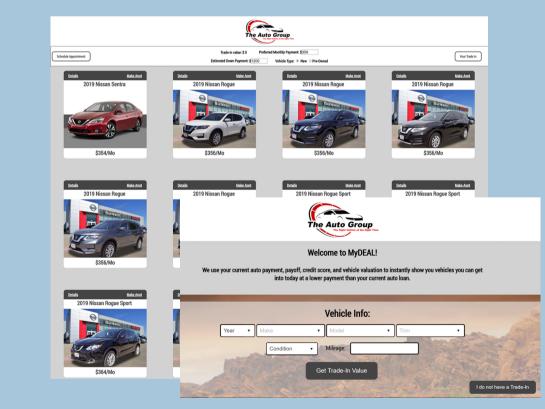
228

132

10000

Facebook Ad Sample Email Sample

Our multi-channel marketing programs utilizes your purchased list to market across digital channels such as social media and email. Increased exposure to a consistent message increases interaction with your brand for an increase in impressions and leads.



MYDEAL

DYNAMIC RESPONSE / PURL MANAGMENT

Sample Landing Page

One of the best ways to get the attention of current or prospective clients is by using PURLs (Personalized URLs). PURLS allow you to give out individual URLs that direct those on your direct mailer to a landing page that is filled with information specific to that person.

REAL TIME KPI REPORTING DASHBOARD

Dashboard Sample

Advanced, interactive data-enhanced campaign reporting dashboards provide a central location for users to access, interact and analyze up-to-date information so they can make smarter, data-driven decisions. Monitor and measure performance and metrics in real-time and on the go.

www.omnitrue.com

Live MyDEAL Page

MyDEAL uses your payment and trade-in value to recommend vehicles from the dealers inventory within your price range. Change monthly payment and down payment parameters to see a live change in vehicle recommendations. Make an appointment on the page to see select vehicles.