



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE

RESPONSE BOOST

EMAIL IN MOTION

Tap In-Market Buyers with a Cost Effective, Branded Email to Influence Purchase Behavior

What is Email in Motion?

Thirty-four million Americans are planning to purchase a vehicle in the next six months¹; how will you attract these ready-to-buy prospects? Auto buyers are two times more likely to be swayed by digital marketing during the purchasing process¹, making OneCommand's Email in Motion product the competitive edge you've been looking for. This unique conquest digital email marketing solution attracts your ideal buyers and influences them to make their next vehicle purchase from your dealership.

How Does Email in Motion Work?

Email in Motion generates an ideal prospect list and delivers these recipients a timely, relevant, branded, creative email piece to influence purchase behavior and increase response rates. **Enroll now and get started today!**

- 1. Target In-Market Data:** OneCommand's proprietary AutoIntelligence™ solution predicts in-market buyers within a 25-mile radius of your business, including consumers who are interested in your competitor's vehicles. We take the results found and run it against your database to exclude customers who have purchased or serviced in the past 36 months.
- 2. Create Optimized Email Campaign:** OneCommand's Creative Team produces a customized email design. Select a template from our proven design portfolio or provide creative direction to create a completely custom email. Each piece includes your specific offers, calls to action, website and social links, expiration dates, with dealer logos and art to make it unique to your business.
- 3. Review Reporting:** OneCommand's reporting process highlights the effectiveness of your Email in Motion campaign. You receive analytics such as delivery, open, and click-through rates, plus we bounce the results against your 18-month database to exclude any current customers.

What can I expect from Email in Motion?

Don't miss out on the thirty-four million Americans who are in the market for a new vehicle. Find these buyers in your ideal market area and communicate to them with a timely, relevant email campaign. Email in Motion influences potential buyers with dealer branded creative to generate response. **Sign up for Email in Motion today!**



BENEFITS OF EMAIL IN MOTION

Lower Conquest Marketing Budget

Utilizing OneCommand's Email in Motion to target only in-market buyers with a low-cost digital email campaign saves you time and money.

Increase Response and ROI

OneCommand's extensive data pull and match criteria through our AutoIntelligence™ solution, results in a purified conquest email list of buyers who are in-market for a new vehicle.

Increase Brand Awareness

By delivering dealer-specific email creative, you achieve brand awareness from the subject line to the graphics and content to the click through engagement and distinguish your dealership from your competition.

Stay Compliant and Be Optimized

OneCommand's Creative Team produces CAN-SPAM compliant emails completely optimized to increase open rates and engagement levels.

¹Abramovich, Giselle. "15 Mind-Blowing Stats About Automotive Brands." CMO. CMO Exclusives, 09 Apr. 2014. Web. 9 July 2014.

Connect with us on:



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