

# FORCE

MARKETING

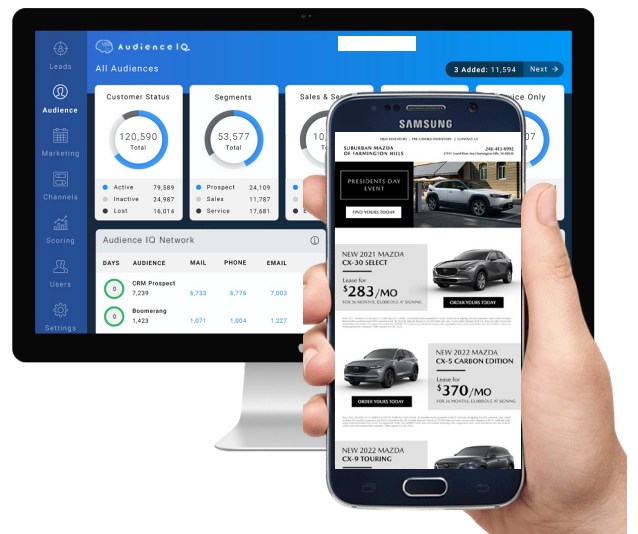
We execute marketing that drives your business forward.

## Our Mazda Digital Certified Add-On Solutions



### Sales Email + Helix Reporting & Attribution

We've built a marketing automation platform that changes the game. Helix combines audiences, attribution, and automation for the automotive industry, with more than 35 million automotive customers and 280 million evaluatory data points. With a data-driven strategy and partnerships with more than 40 data providers, we can identify and target customers that are in-market and looking for your inventory. From maximizing your budget to decreasing your average cost-per-unit, we are 100% focused on your ROI and on making your dealership as profitable as possible.



### Recapture™ Lead Reanimation

RECAPTURE™ is the industry's only lost shopper capture and marketing automation program. Each site visitor is identified and pushed through our proprietary Audience IQ™ platform where actionable marketing data is appended and validated using industry leading permission-based data aggregators. Each prospect is marketed to using personalized email, direct mail and mobile marketing throughout the month from their initial point of departure if they do not convert. Each on-site visit and journey is recorded and provided to the dealer in their CRM along with a customer purchase propensity score to assist in the sales prospecting process. Dealers convert these leads to sales at an average of 17%, almost double the industry average closing percentage on internet leads.

### Add-On Pricing

Helix Audiences & Attribution	\$995.00
DMS Email	\$495.00
Conquest Email	\$1,700.00
Recapture Base	\$3,495.00
Recapture Plus	\$4,495.00
Recapture Premium	\$5,495.00

# FORCE

MARKETING

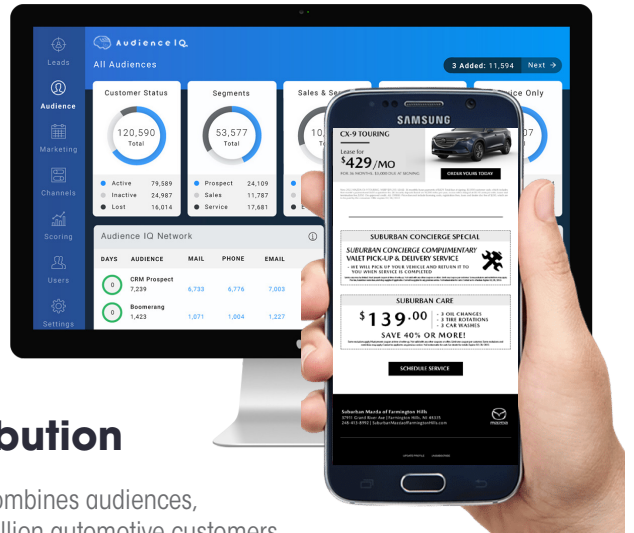
We execute marketing that drives your business forward.

## Our Mazda Digital Certified Add-On Solutions



### Service Email + Helix Reporting & Attribution

We've built a marketing automation platform that changes the game. Helix combines audiences, attribution, and automation for the automotive industry, with more than 35 million automotive customers and 280 million evaluatory data points. With a data-driven strategy and partnerships with more than 40 data providers, we can identify and target customers that are in-market and looking for your inventory. From maximizing your budget to decreasing your average cost-per-unit, we are 100% focused on your ROI and on making your dealership as profitable as possible.



### Service Retention (aTom)



The aTom® Retention platform is the most advanced and flexible retention and loyalty solution in the market. Our solution expands communications to a dealer's entire DMS, adds channels (email, direct mail, social, display, and streaming video), adds more touchpoints (triggers) to the customer journey, assisting your dealership to retain customers before they defect. aTom® Retention platform is the most flexible solution in marketing and can be utilized as a full-service retention program that encompasses the entire ownership experience. Additionally, aTom® can be utilized as a "wrap around" retention solution to enhance the fundamental, linear, one size fits all programs offered by standard OEM programs. aTom® Retention platform allows your dealership to reach a larger audience at a higher frequency with our "always on" triggered communication platform. Encourage sales with strategically timed sales-related communications. aTom® Retention focuses on the dealership challenges which deliver greatest results!

## Add-On Pricing

aTom Starter	\$1,090.00
aTom Basic	\$1,840.00
aTom Standard	\$2,340.00
aTom Premium	\$3,590.00
aTom Ultimate	\$5,040.00
aTom DMS Integration Set-up (one time)	\$750.00
DMS Email	\$495.00
Conquest Email	\$1,700.00