

# KEEP YOUR CUSTOMERS — CLOSE, — AND YOUR COMPETITORS MYSTIFIED

Start doing retention marketing the right way, and do it right away. It's that easy with Bumper.

## Real Dealership Results Using Bumper

Honda Dealership Case Results	Ford Dealership Case Results	Toyota Dealership Case Results
VIP Loyalty Private Sale	F150 Upgrade Event	Black Friday Event
\$2,459 SPENT ON CAMPAIGN	\$2,029 SPENT ON CAMPAIGN	\$763 SPENT ON CAMPAIGN
1,029 PACKAGE RECIPIENTS	849 PACKAGE RECIPIENTS	1,559 PACKAGE RECIPIENTS
17 CARS SOLD	5 CARS SOLD	7 CARS SOLD
<hr/>	<hr/>	<hr/>
\$27,607 GENERATED GROSS	\$10,000 GENERATED GROSS	\$11,368 GENERATED GROSS

**“Bumper has continuously provided excellent ROI results for our dealership. Whether we’re launching a sales or service campaign we’re always guaranteed to produce appointments.”**

- JUSTINA WILSON, BRANDING AND COMMUNICATIONS SPECIALIST  
Mississauga Toyota, Toronto



## Retention, The Right Way

Dealerships get far more sales and service revenue when they stop blasting all of their customers with the same messages and start talking to smaller groups about what's important to them.

With a few clicks in Bumper, you can smartly segment your database using every key data field available in your DMS to select the right customers to target with the right message at the right time in their ownership cycle.



## Communication, The Right Way

Customers, like any of us, respond to thoughtful communications delivered through a variety of channels. Especially in today's multi-channel, multi-device world.

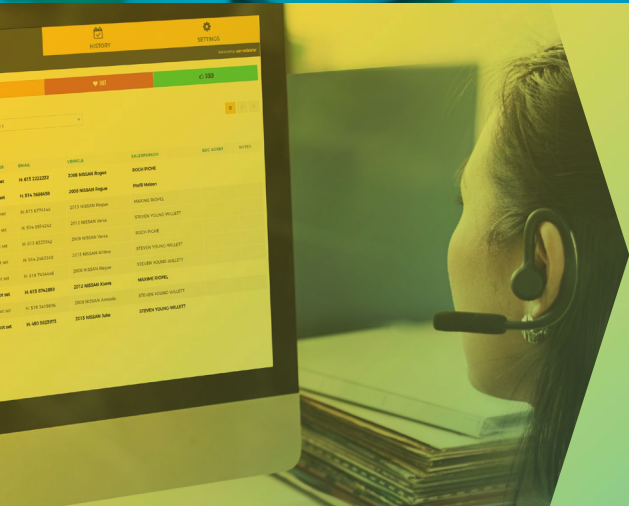
Bumper creates sincere engagement using ready-to-go, quick-to-edit campaigns for email, direct mail and a PURL, which is a special web page personalized for that individual customer. With very little effort, each channel is used a little differently to draw customers into a deeper interaction, just like your best sales representative would do when approaching a customer or prospect. That's how Bumper engagements result in higher numbers of leads and greater conversions to sale.



## Follow-up, The Right Way

Customers who are not ready to engage with you about sales or service, are not the people your team wants to waste time trying to contact.

To get the most out of your team, and your marketing investments, Bumper serves up ranked leads based on their engagement patterns with emails and, most importantly, with their PURL. When customers click for more information about your offer; watch your videos, print coupons, download brochures, request an appointment, or just keep coming back for another look, we know they are interested and you know it's time to reach out to bring them into your dealership. Best of all, it happens in real time, so you can connect with customers who are ready to connect with you.



## Do It The Right Way Yourself, or With Our Help

Bumper is a completely self-managed platform, or if you prefer, we can be your marketing team and do the work for you. Either way, we stay on top of your strategies and campaigns to make sure you're generating the right results for your dealership.