



KEEP YOUR CUSTOMERS CLOSE, AND YOUR COMPETITORS MYSTIFIED

Bumper lets your dealership connect to your best customers on demand with targeted, timely multi-channel marketing campaigns. Start doing retention marketing the right way.

Real Dealership Results Using Bumper.

Honda Dealership Case Results

\$2,459	1,029	86	17	\$27,607
SPENT ON CAMPAIGN	PACKAGE RECIPIENTS	LEADS GENERATED	CARS SOLD	GENERATED GROSS

Toyota Dealership Case Results - Email Only

\$252.96	574	66	4	\$6,496
SPENT ON CAMPAIGN	PACKAGE RECIPIENTS	LEADS GENERATED	CARS SOLD	GENERATED GROSS

Lexus Dealership Case Results

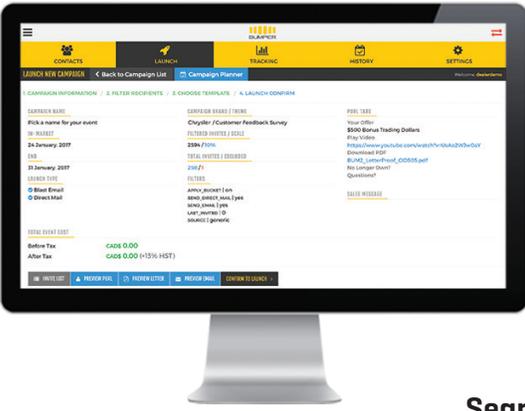
\$1001	445	23	3	\$4,872
SPENT ON CAMPAIGN	PACKAGE RECIPIENTS	LEADS GENERATED	CARS SOLD	GENERATED GROSS

“Finally a tool that empowers the sales staff to stay on top their selling activity. Bumper definitely gives the control over the process back to the dealership.”

- JENAN CULIC, GENERAL MANAGER
Downtown Toyota, Toronto

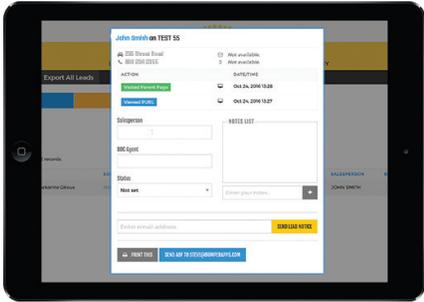
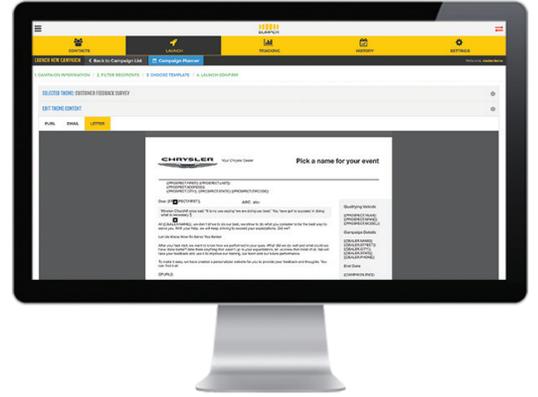
One-Click Deployment of Multi-Channel Marketing

In a fraction of the time it takes to send a traditional email campaign to your customers, use Bumper to harness a multi-channel approach for all your promotions. Click launch and your campaign will include a direct mailed letter that is followed-up by an email, connecting the individual to their own personalized interactive web page directly on your dealership's website, where they can access additional personalized content using any device. Using a multi-channel approach linking each element to each person connected to one platform can reveal a customer's "zero moment of truth" that is rarely achievable in marketing.



Segmentation on a Personal Level

Sending the same message to your entire target list of customers at the same time is not only wasting your marketing dollars, it also wastes your customer's attention. With Bumper you can segment a campaign down to one person, to send only content and promotions that are relevant to them. Bumper's user friendly filters allow you to segment audiences based on every data field available in your DMS. Splitting your large list of customers into bite-sized campaigns spread over staggered in-market dates also helps you to manage your frontline resources to properly handle leads.



Watch Each Customer's Interactions Live

Follow your customer's engagement with your campaign in real-time as they lead towards converting. See when they respond to your email and even the printed letter they received in the mail, watch what call-to-actions they take on their personalized page - like watching a video, printing coupons or downloading a brochure. Bumper's tracking indexes each customer based on their interactions into easy to manage "cool, warm and hot" lead lists helping your staff to focus on personally connecting with the right customers at the right time, instead of blind follow-ups to the entire list.



Bumper is a personalized connected campaign platform that allows a dealer to create, execute and manage all their one-to-one marketing from one place.