

# EASYCARE<sup>®</sup>

Special Owner Services



Voice & Text  
Messaging



Personalized  
Mail



Email &  
Personal URLs

## *Market Evaluation*

*Prepared for:*

**Sam Linder Cadillac Honda**

*05/07/2010*

## Customer Counts by Zip Code

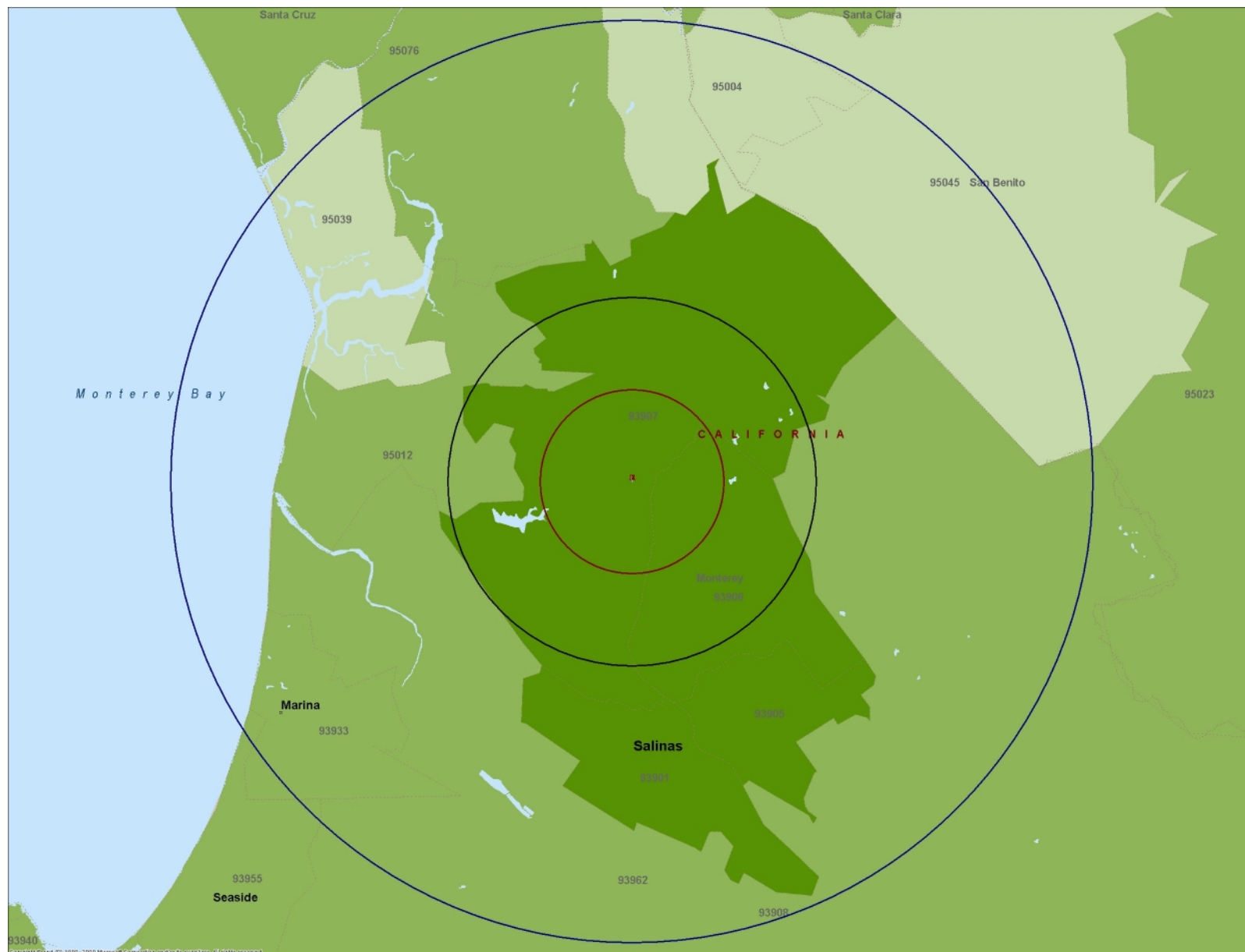
### Legend

#### Radius Ring Distances

- Inner Circle 4 mile radius
- Middle Circle 1 8 mile radius
- Middle Circle 2 20 mile radius

#### Zip Code Results

- 1 to 9 (21)
- 10 to 99 (35)
- 100 to 999 (13)
- 1000 to 9999 (4)



Customer Map is generated based on cleansed dealer data.

# Identify Identify Identify



**THIS MARKET EVALUATION ANALYSIS WILL HELP YOU COVER THE FOLLOWING:**

- 1. Identify the dealership's "**Effective Market Area**", determined by the historical transactions of the dealer's customer base. This evaluation uses both sales and service customers to accurately portray the Effective Market Area.
- 2. Identify the dealership's "**Existing Customers**", and place into Relationship Marketing Groups known as **Recent, Inactive, Lost** and **Sold Never Serviced**.
- 3. Identify the dealership's total "**Recovery Customers**", this total is determined by the dealership's "**Inactive**" & "**Lost**" customers.
- 4. Identify the dealership's "**Conquest Customers**", those who drive the same make and currently do business with the dealer's primary competitors.

**THE STUDY AREA FOR THIS PROJECT MAY INCLUDE ANY MILE RADIUS THAT REPRESENTS THE DEALERSHIP'S MARKET AREA.**

During the gathering, processing, and evaluation of data used in this study, the dealership's database was "Cleaned". A clean database is critical for mail campaigns and for on-going customer retention programs.

The study will provide information to establish a direction for improved collection of data, marketing and operating results. A portion, if not all of this analysis is from data contained within the dealership's computer system. The quality of this data will influence the results of this evaluation. A long-term benefit resulting from this analysis can be an increased awareness on the importance of properly collected and maintained data and the influence that it may have on the results.

## Database Cleanse Breakdown

Statistics show 6% to 8% of the nation's population move every six-months. A clean database allows for more cost effective targeting. Once this cleaning process is complete, the records with improved addresses are delivered with more reliability. In addition, "clean" records allow more accurate comparisons with other conquest lists to eliminate or minimize duplication.

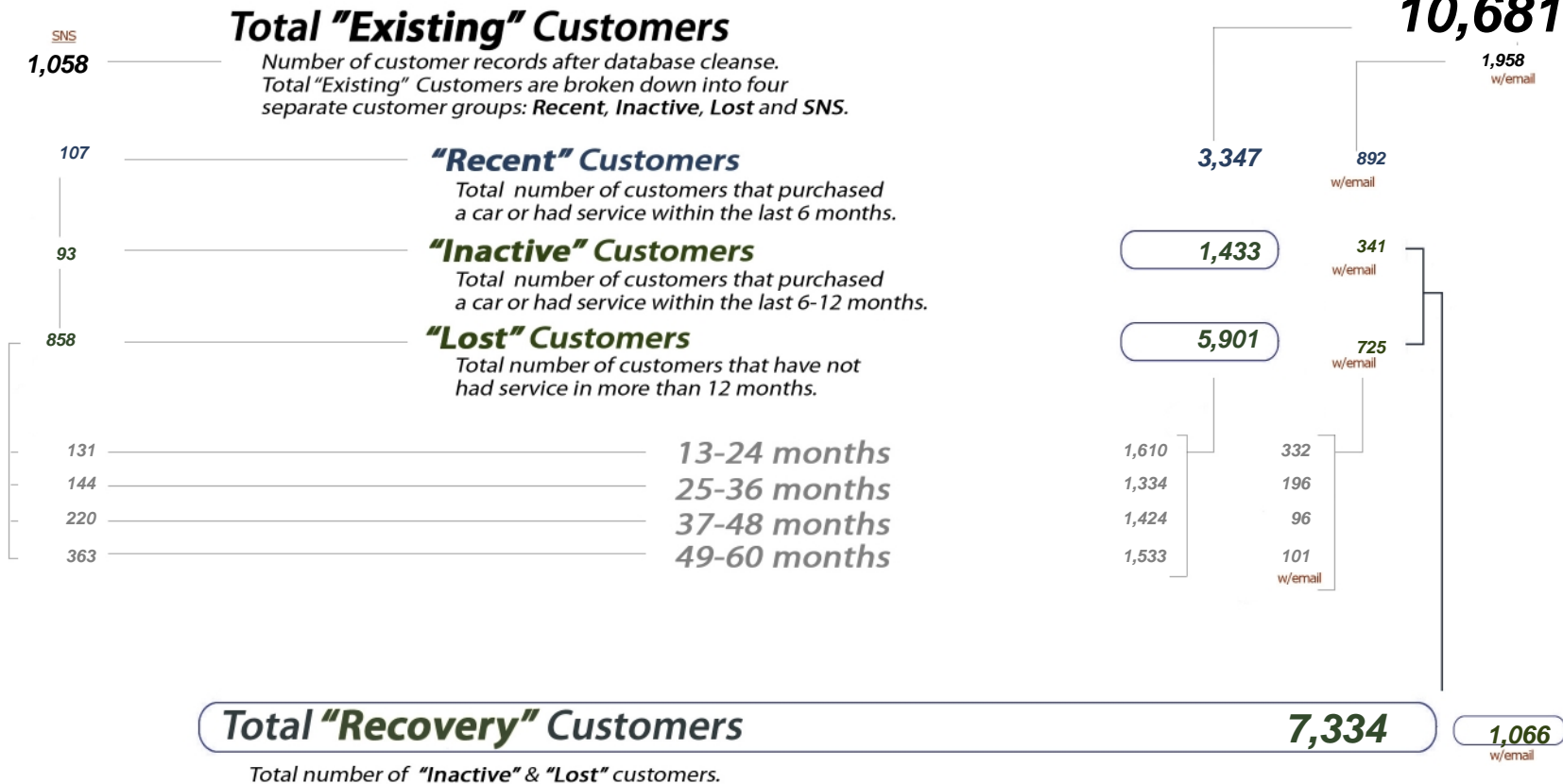
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

<b>Dealership customer records</b>	<b>15,343</b>	<b>100.00%</b>
<b>Fallout records</b>		
Dates beyond 60 months	94	0.61%
Unrealistic drive time	1,824	11.89%
Non-Mailable	1,195	7.79%
Non-Dealer Makes	1,549	10.10%
<b>Total Fallout records</b>	<b>4,662</b>	<b>30.39%</b>
<b>Existing customer records</b>	<b>10,681</b>	<b>69.61%</b>

Customer Records  
Database Cleanse Breakdown

## Existing Customer Breakdown


BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:



**Customer Records**  
Existing Customer Breakdown



## Recommended Service Campaign



**ABC DEALERSHIP**  
Automotive Service Specialists

Dear First Name Only,

As a loyal owner, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive discount discounts include:

- One Lube, Oil and Filter Change for only \$19.95
- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,  
Service Manager Name  
Service Manager

P.S. Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

ABC DEALERSHIP  
5555 West Main Street • Anytown, US 55555 • 555-555-5555  
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm  
[www.ABCDealership.com](http://www.ABCDealership.com)

**Initial Customer Recovery**

Variable Full Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ 00-124875  
Variable Street Address: \_\_\_\_\_  
Variable City, ST Zipcode: \_\_\_\_\_

To the order of: **ABC Dealership**

The sum of: **One Lube, Oil and Filter Change for only \$19.95 \$19.95**

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Variable Full Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ 00-124875  
Variable Street Address: \_\_\_\_\_  
Variable City, ST Zipcode: \_\_\_\_\_

To the order of: **ABC Dealership**

The sum of: **\$50.00 OFF Any Parts or Service \$50.00 OFF**

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Variable Full Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ 00-124875  
Variable Street Address: \_\_\_\_\_  
Variable City, ST Zipcode: \_\_\_\_\_

To the order of: **ABC Dealership**

The sum of: **\$100.00 OFF Any Parts or Service \$100.00 OFF**

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Recover your customers using the most effective service mailer in the automotive industry.

## Scheduled Maintenance



**ABC DEALERSHIP**  
AUTOMOTIVE SERVICE SPECIALISTS

MICHELLE...  
OUR RECORDS SHOW YOUR  
2009 ALTIMA

Michelle Williams  
5555 West Main Street  
Anytown, US 55555

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Drive

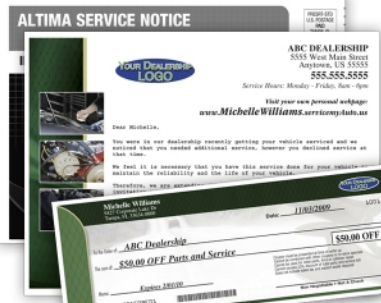
**LUBE, OIL & FILTER CHANGE \$19.95**

**\$50.00 OFF ANY PARTS & SERVICE**

**\$100.00 OFF ANY PARTS & SERVICE**

Self-Mailer

## Declined Services



**ALTIMA SERVICE NOTICE**

**YOUR DEALERSHIP LOGO**

ABC DEALERSHIP  
5555 West Main Street  
Anytown, US 55555  
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Dear Michelle,

You were in our dealership recently getting your vehicle serviced and we noticed that you needed additional service. However you declined service as we feel it is necessary that you have this service done for your vehicle to maintain the reliability and the life of your vehicle.

Michelle Williams  
5555 West Main Street  
Anytown, US 55555

To the order of: **ABC Dealership**

The sum of: **\$50.00 OFF Any Parts and Service \$50.00 OFF**

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Snap w/Check

## Recommended Trigger Mail Campaigns

### 1st Recovery



**ABC DEALERSHIP**  
Automotive Service Specialists

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, is extending 2009 Altima inspection program.

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

3up Check

### 2nd Recovery



**ALTIMA SERVICE NOTICE**

**YOUR DEALERSHIP LOGO**

ABC DEALERSHIP  
5555 West Main Street  
Anytown, US 55555  
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

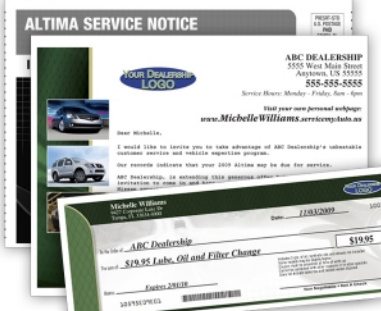
Sincerely,  
Service Manager Name  
Service Manager

**LUBE, OIL & FILTER CHANGE \$19.95**

**\$50.00 OFF ANY PARTS & SERVICE**

Snap

### 3rd Recovery



**ALTIMA SERVICE NOTICE**

**YOUR DEALERSHIP LOGO**

ABC DEALERSHIP  
5555 West Main Street  
Anytown, US 55555  
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, is extending 2009 Altima inspection program.

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)


Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Snap w/Check

### 4th Recovery



**ALTIMA SERVICE NOTICE**

**YOUR DEALERSHIP LOGO**

ABC DEALERSHIP  
5555 West Main Street  
Anytown, US 55555  
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

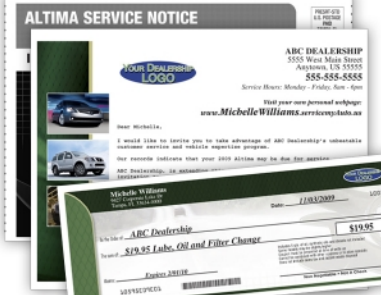
Sincerely,  
Service Manager Name  
Service Manager

**LUBE, OIL & FILTER CHANGE \$19.95**

**\$50.00 OFF ANY PARTS & SERVICE**

Snap

### 5th Recovery



**ALTIMA SERVICE NOTICE**

**YOUR DEALERSHIP LOGO**

ABC DEALERSHIP  
5555 West Main Street  
Anytown, US 55555  
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, is extending 2009 Altima inspection program.

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Snap w/Check

### 6th Recovery



**MICHELLE**  
SAVE YOUR VEHICLE & YOUR CASH  
AUTOMOTIVE SERVICE SPECIALS

**LUBE, OIL & FILTER CHANGE \$19.95**

**\$50.00 OFF ANY PARTS & SERVICE**

**ABC DEALERSHIP**  
5555 WEST MAIN STREET  
ANYTOWN, US 55555  
555-555-5555

SERVICE HOURS: MONDAY - FRIDAY: 9AM - 5PM

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: \_\_\_\_\_

Endorse Here: \_\_\_\_\_

Post Card

## Service Recovery by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost
93907	SALINAS, CA	0.0	911	79	832	313	116	403
93906	SALINAS, CA	3.4	2251	171	2080	802	273	1005
95012	CASTROVILLE, CA	4.9	251	15	236	70	34	132
93905	SALINAS, CA	5.7	1157	91	1066	378	160	528
93901	SALINAS, CA	6.1	1082	71	1011	330	165	516
95039	MOSS LANDING, CA	7.7	25	2	23	9	2	12
93933	MARINA, CA	9.0	354	42	312	112	46	154
93962	SPRECKELS, CA	9.0	31	3	28	15	3	10
95045	SAN JUAN BAUTISTA, CA	9.2	37	4	33	11	2	20
93908	SALINAS, CA	9.3	576	46	530	206	80	244
95004	AROMAS, CA	9.3	74	7	67	27	13	27
95076	WATSONVILLE, CA	13.1	597	52	545	167	79	299
93955	SEASIDE, CA	13.4	252	42	210	56	30	124
95019	FREEDOM, CA	14.1	46	5	41	12	7	22
95024	HOLLISTER, CA	15.6	14	2	12	1	--	11
93925	CHUALAR, CA	16.3	35	1	34	17	6	11
93940	MONTEREY, CA	16.9	305	67	238	65	30	143
93950	PACIFIC GROVE, CA	17.0	138	22	116	41	9	66
93944	MONTEREY, CA	17.0	14	4	10	--	2	8
95023	HOLLISTER, CA	17.5	417	62	355	90	47	218
95020	GILROY, CA	19.0	125	23	102	25	15	62
93953	PEBBLE BEACH, CA	19.3	29	4	25	11	3	11
93921	CARMEL, CA	19.8	22	3	19	4	5	10
95003	APTOS, CA	20.1	55	16	39	3	1	35

Service Table 1 of 2

## Service Totals

Entire evaluation.

			2273	894	3051
			514	241	1070
			439	194	847
10681	1058	9623	3240	1340	5043

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • Conquest = Vehicle owners with no dealer history

# Report Analysis

Service Conquest by ZIP Code

## Service Recovery by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost
93922	CARMEL, CA	20.6	12	2	10	4	1	5
93923	CARMEL, CA	20.8	86	17	69	18	6	45
93926	GONZALES, CA	21.0	208	21	187	62	31	94
93924	CARMEL VALLEY, CA	21.2	70	9	61	24	7	30
95010	CAPITOLA, CA	22.2	28	6	22	2	1	19
95062	SANTA CRUZ, CA	23.5	61	13	48	4	5	39
95073	SOQUEL, CA	23.6	20	3	17	2	3	12
95065	SANTA CRUZ, CA	25.1	15	3	12	--	--	12
95077	WATSONVILLE, CA	26.0	19	4	15	4	1	10
95060	SANTA CRUZ, CA	26.3	53	13	40	6	5	29
95037	MORGAN HILL, CA	26.5	76	16	60	8	4	48
95066	SCOTTS VALLEY, CA	28.6	14	5	9	2	3	4
93960	SOLEDAD, CA	30.2	456	33	423	134	72	217
95018	FELTON, CA	30.3	12	3	9	3	--	6
95120	SAN JOSE, CA	33.5	13	2	11	1	1	9
95123	SAN JOSE, CA	35.2	26	7	19	3	2	14
95138	SAN JOSE, CA	35.2	16	3	13	--	--	13
95118	SAN JOSE, CA	37.0	11	--	11	2	--	9
93927	GREENFIELD, CA	37.6	341	30	311	115	38	158
95124	SAN JOSE, CA	37.6	23	6	17	6	2	9
95135	SAN JOSE, CA	38.1	13	1	12	2	--	10
95125	SAN JOSE, CA	39.6	15	2	13	2	1	10
93912	SALINAS, CA	40.5	94	6	88	28	9	51
93902	SALINAS, CA	40.5	50	3	47	20	5	22

Service Table 2 of 2

## Service Totals

Entire evaluation.

			2273	894	3051
			514	241	1070
			439	194	847
10681	1058	9623	3240	1340	5043

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • Conquest = Vehicle owners with no dealer history

# Report Analysis

Service Conquest by ZIP Code



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## Existing Sales Customer Breakdown



### Total Same Make "Conquest"

Vehicles 3 years and older

0

### Total Crossover "Conquest"

Vehicles 3 years and older

0

## Recommended Sales Campaigns for May 2010

### Memorial Day Weekend



DocId-105MemDay

### Used Car Bail Out



DocId-105UsedBailOut



### Official Book Value Mailers powered by Black Book® \*Black Book Regional Values will be added for your customers



DocId-105BBMake



### Payment Cancellation Notification



DocId-105PCN\_Conquest or Dealer Data

Customer Records  
Existing Sale Customer Breakdown

## Sales Recovery by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

# Report Analysis

Sales Conquest by ZIP Code

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs
93907	SALINAS, CA	0.0	691	515	176	94	197	127	273
93906	SALINAS, CA	3.4	1742	1323	419	204	495	307	736
95012	CASTROVILLE, CA	4.9	189	141	48	27	47	26	89
93905	SALINAS, CA	5.7	889	678	211	104	225	168	392
93901	SALINAS, CA	6.1	873	694	179	103	179	165	426
95039	MOSS LANDING, CA	7.7	20	16	4	3	6	3	8
93933	MARINA, CA	9.0	237	145	92	43	73	40	81
93962	SPRECKELS, CA	9.0	22	12	10	5	12	2	3
95045	SAN JUAN BAUTISTA, CA	9.2	29	17	12	--	17	7	5
93908	SALINAS, CA	9.3	434	312	122	71	130	95	138
95004	AROMAS, CA	9.3	57	40	17	9	18	9	21
95076	WATSONVILLE, CA	13.1	408	258	150	57	135	71	145
93955	SEASIDE, CA	13.4	145	76	69	26	54	25	40
95019	FREEDOM, CA	14.1	29	22	7	7	4	5	13
95024	HOLLISTER, CA	15.6	11	6	5	--	6	2	3
93925	CHUALAR, CA	16.3	31	26	5	4	11	5	11
93940	MONTEREY, CA	16.9	177	98	79	42	69	26	40
93950	PACIFIC GROVE, CA	17.0	81	33	48	18	33	11	19
95023	HOLLISTER, CA	17.5	267	152	115	45	108	37	77
95020	GILROY, CA	19.0	68	25	43	13	41	8	6
93953	PEBBLE BEACH, CA	19.3	18	10	8	7	4	1	6
93921	CARMEL, CA	19.8	16	11	5	2	2	4	8
95003	APTOS, CA	20.1	34	11	23	8	17	4	5
93923	CARMEL, CA	20.8	52	27	25	13	18	7	14

Sales Table 1 of 2

## Sales Totals

Entire evaluation.

			663	1399	949	2172
			242	502	206	387
			193	345	194	380
7779	5435	2344	1132	2313	1368	2966

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Serviced Never Sold • Conquest = Vehicle owners with no dealer history

## Sales Recovery by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

# Report Analysis

Sales Conquest by ZIP Code

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs
93926	GONZALES, CA	21.0	153	107	46	22	45	23	63
93924	CARMEL VALLEY, CA	21.2	46	29	17	9	16	11	10
95010	CAPITOLA, CA	22.2	15	5	10	5	7	1	2
95062	SANTA CRUZ, CA	23.5	30	11	19	8	10	6	6
95073	SOQUEL, CA	23.6	12	4	8	6	3	2	1
95077	WATSONVILLE, CA	26.0	14	8	6	1	5	2	6
95060	SANTA CRUZ, CA	26.3	33	10	23	12	14	5	2
95037	MORGAN HILL, CA	26.5	50	14	36	12	31	3	4
93960	SOLEDAD, CA	30.2	342	243	99	53	87	67	135
95123	SAN JOSE, CA	35.2	18	10	8	6	7	3	2
95138	SAN JOSE, CA	35.2	14	2	12	5	7	--	2
93927	GREENFIELD, CA	37.6	224	162	62	29	65	52	78
95125	SAN JOSE, CA	39.6	11	6	5	2	5	--	4
93912	SALINAS, CA	40.5	81	57	24	9	24	9	39
93902	SALINAS, CA	40.5	37	33	4	6	7	6	18
93915	SALINAS, CA	40.5	13	8	5	4	1	3	5
93942	MONTEREY, CA	40.5	19	10	9	4	11	1	3

Sales Table 2 of 2

## Sales Totals

Entire evaluation.

			663	1399	949	2172
			242	502	206	387
			193	345	194	380
7779	5435	2344	1132	2313	1368	2966

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6010 Atlantic Boulevard  
Norcross, GA 30071  
Ph: 888-327-9400 Fax: 678-225-1598

**WWW.EASYCARESOS.COM**