



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Phillips Chrysler Jeep

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

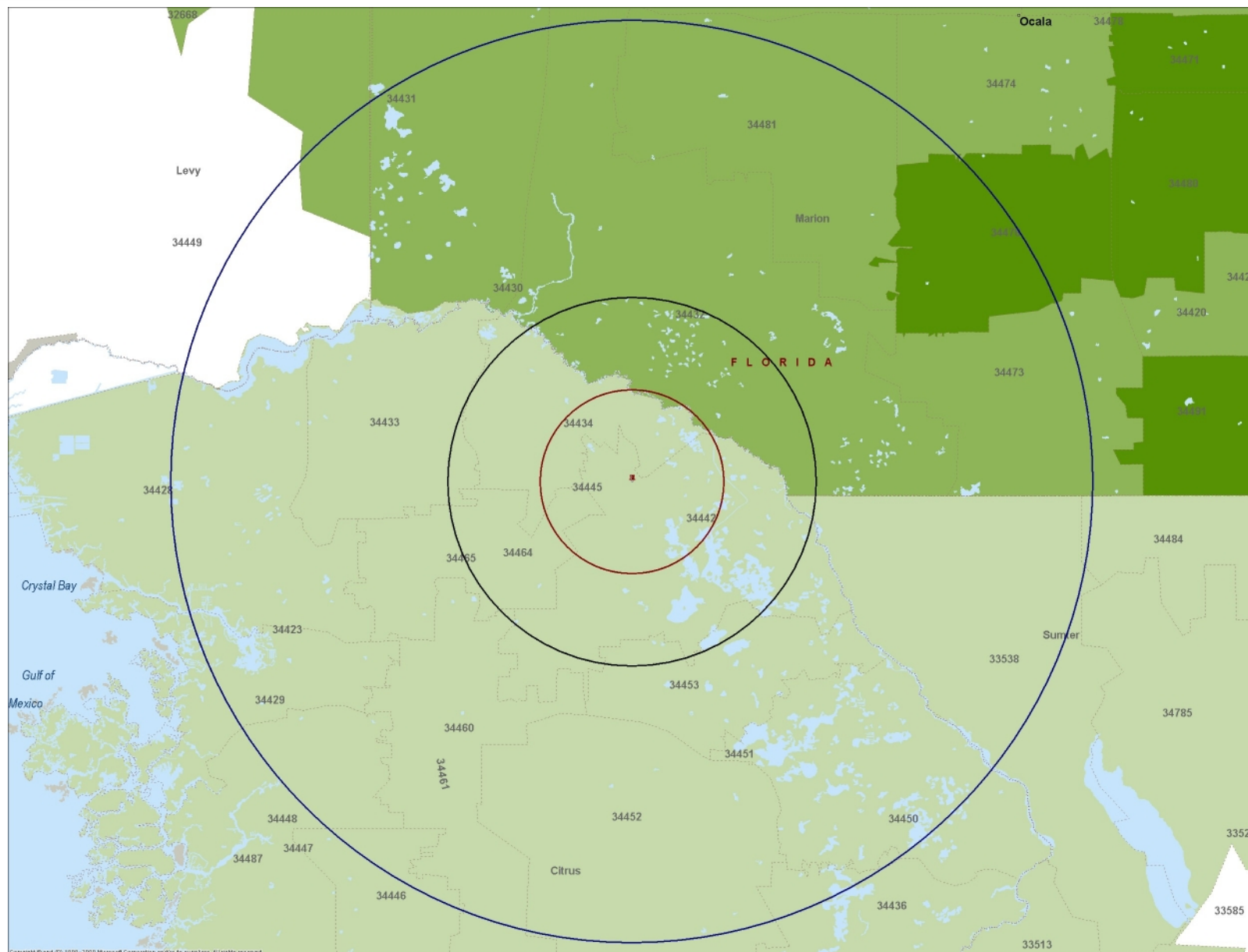
Legend

Radius Ring Distances

- Inner Circle 6 mile radius
- Middle Circle 1 12 mile radius
- Middle Circle 2 30 mile radius

Zip Code Results

- 1 to 9 (107)
- 10 to 99 (55)
- 100 to 999 (20)
- 1000 to 9999 (5)



Customer Map is generated based on cleansed dealer data.

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Customer Counts by ZIP CODE

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.

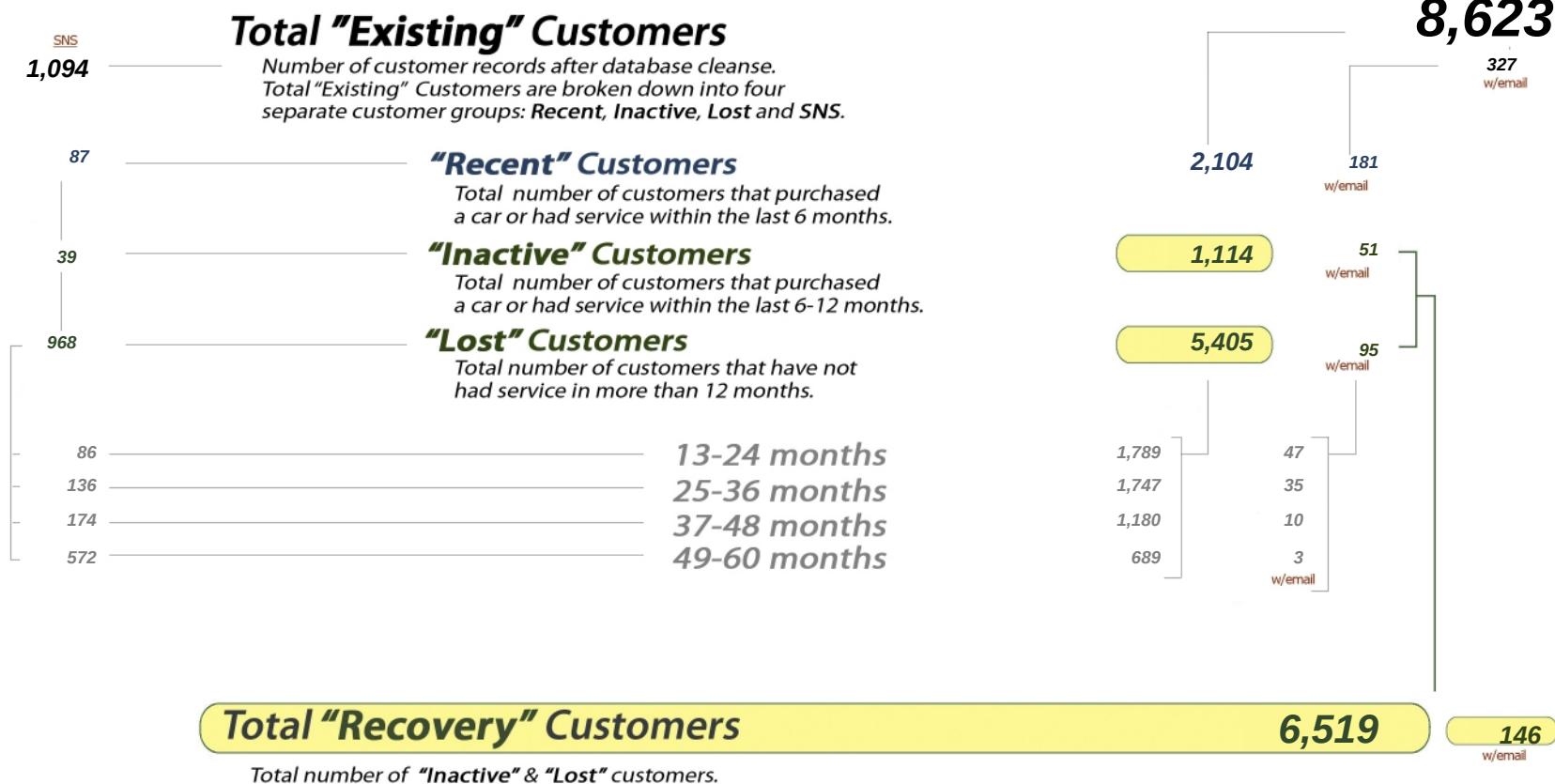
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	15,387	100.00%
Fallout records		
Dates beyond 60 months	1,872	12.17%
Unrealistic drive time	1,782	11.58%
Non-Mailable	2	0.01%
Non-Dealer Makes	3,108	20.20%
Total Fallout records	6,764	43.96%
Existing customer records	8,623	56.04%

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

Chris M. Palumbo, Owner
5300 East Main Street
West Palm Beach, FL 33409-9999

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, 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 "make" 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

ABC DEALERSHIP
5555 West Main Street • Anytown, US 55555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

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

Security Code: 23012

How 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

Security Code: 23012

How 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

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

Initial Customer Recovery

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

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

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's maintenance 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 Parts and Service \$50.00 OFF**

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP

Chris M. Palumbo, Owner
5300 East Main Street
West Palm Beach, FL 33409-9999

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, 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 "make" 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

ABC DEALERSHIP
5555 West Main Street • Anytown, US 55555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

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

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

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 service inspection program.

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 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

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

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 service inspection program.

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 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
WWW.ABCDEALERSHIP.COM

NEEDS SERVICE.

ABC DEALERSHIP • 5555 WEST MAIN STREET • ANYTOWN, US 55555 • 555.555.5555 • WWW.ABCDEALERSHIP.COM

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
34442	HERNANDO, FL	2.4	39	8	31	7	3	21
34434	CITRUS SPRINGS, FL	4.0	37	4	33	6	3	24
34465	BEVERLY HILLS, FL	5.5	33	11	22	5	2	15
34433	CITRUS SPRINGS, FL	6.7	13	2	11	4	--	7
34432	DUNNELLON, FL	6.9	193	28	165	48	22	95
34453	INVERNESS, FL	7.3	17	5	12	5	--	7
34461	LECANTO, FL	9.7	16	8	8	2	2	4
34450	INVERNESS, FL	11.4	13	6	7	1	1	5
34481	OCALA, FL	11.7	428	32	396	139	63	194
34452	INVERNESS, FL	12.3	16	5	11	--	1	10
34473	OCALA, FL	12.6	302	39	263	74	40	149
34431	DUNNELLON, FL	13.0	89	7	82	25	9	48
34428	CRYSTAL RIVER, FL	13.2	14	6	8	2	--	6
34476	OCALA, FL	13.7	596	58	538	155	81	302
34429	CRYSTAL RIVER, FL	13.9	11	7	4	1	2	1
34446	HOMOSASSA, FL	17.4	13	1	12	3	1	8
33538	LAKE PANASOFFKEE, FL	17.5	12	5	7	2	3	2
34474	OCALA, FL	19.3	297	25	272	78	36	158
34484	OXFORD, FL	19.4	29	6	23	4	2	17
34482	OCALA, FL	20.3	379	38	341	85	57	199
34480	OCALA, FL	21.8	511	49	462	125	73	264
34420	BELLEVIEW, FL	22.1	350	56	294	79	34	181
34491	SUMMERFIELD, FL	22.3	715	67	648	181	98	369
34475	OCALA, FL	22.4	116	15	101	23	15	63

Service Table 1 of 3

Service Totals

Entire evaluation.

			77	32	173
			569	296	1099
			1338	722	3047
8623	1094	7529	2017	1075	4437

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

Report Analysis

Service Recovery 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
34471	OCALA, FL	22.5	667	74	593	151	75	367
34478	OCALA, FL	22.9	90	8	82	24	10	48
32668	MORRISTON, FL	23.0	70	10	60	8	18	34
34492	SUMMERFIELD, FL	23.0	14	2	12	3	3	6
34785	WILDWOOD, FL	23.3	34	9	25	6	7	12
34470	OCALA, FL	23.7	370	48	322	89	41	192
32162	THE VILLAGES, FL	24.7	590	48	542	159	65	318
34472	OCALA, FL	24.9	563	54	509	147	66	296
34489	SILVER SPRINGS, FL	24.9	33	5	28	4	4	20
34479	OCALA, FL	25.3	260	27	233	51	40	142
33513	BUSHNELL, FL	26.1	16	4	12	6	1	5
32111	CANDLER, FL	26.5	14	--	14	4	3	7
34477	OCALA, FL	26.5	40	5	35	8	4	23
34483	OCALA, FL	26.5	18	2	16	1	2	13
34421	BELLEVIEW, FL	26.5	63	7	56	10	7	39
34430	DUNNELLON, FL	26.5	20	1	19	5	3	11
32634	FAIRFIELD, FL	27.5	13	1	12	--	4	8
32159	THE VILLAGES, FL	27.7	266	39	227	56	30	141
32696	WILLISTON, FL	28.5	47	11	36	12	3	21
32686	REDDICK, FL	29.1	56	5	51	12	6	33
32617	ANTHONY, FL	30.0	76	11	65	20	11	34
32192	SPARR, FL	30.4	20	1	19	6	1	12
32195	WEIRSDALE, FL	30.5	37	7	30	10	4	16
34731	FRUITLAND PARK, FL	30.7	30	10	20	4	5	11

Service Table 2 of 3

Service Totals

Entire evaluation.

			77	32	173
			569	296	1099
			1338	722	3047
8623	1094	7529	2017	1075	4437

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

Report Analysis

Service Recovery 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
32179	OCKLAWAHA, FL	31.3	123	15	108	27	15	66
34488	SILVER SPRINGS, FL	32.8	195	21	174	46	23	105
34748	LEESBURG, FL	33.0	43	16	27	5	8	14
32113	CITRA, FL	34.5	85	10	75	12	9	54
32183	OCKLAWAHA, FL	34.8	22	2	20	5	1	14
32667	MICANOPY, FL	37.7	16	2	14	4	5	5
34788	LEESBURG, FL	37.7	14	3	11	3	3	5
32778	TAVARES, FL	41.8	14	3	11	1	2	8
32608	GAINESVILLE, FL	44.6	34	13	21	5	5	11
32182	ORANGE SPRINGS, FL	44.7	11	1	10	2	1	7
32134	FORT MC COY, FL	45.2	90	17	73	14	11	48
32640	HAWTHORNE, FL	49.1	16	4	12	1	1	10
32605	GAINESVILLE, FL	49.1	14	7	7	4	1	2
32606	GAINESVILLE, FL	49.4	11	4	7	1	1	5
32653	GAINESVILLE, FL	53.2	15	8	7	2	--	5
32615	ALACHUA, FL	58.0	12	5	7	2	3	2

Service Table 3 of 3

Service Totals

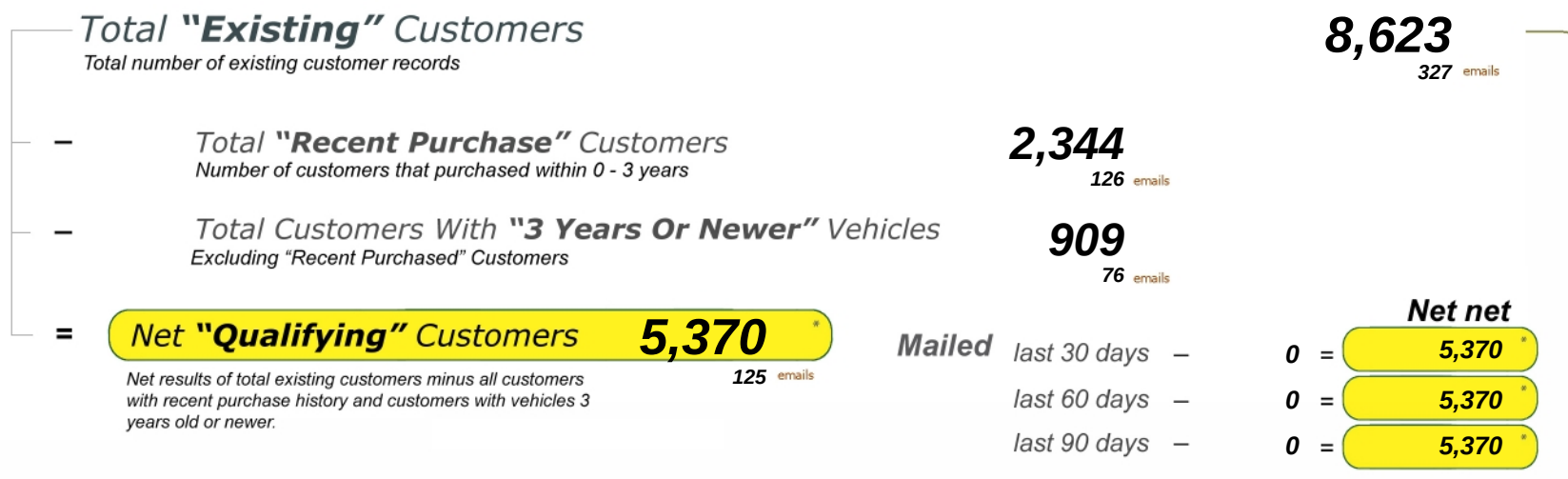
Entire evaluation.

			77	32	173
			569	296	1099
			1338	722	3047
8623	1094	7529	2017	1075	4437

Report Analysis

Service Recovery by ZIP Code

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

0

Total Crossover "Conquest"

Total number of non-dealer makes conquest 3 years and older

0

Recommended Sales Campaigns for May 2010

Memorial Day Weekend



DocId-105MemDay

Used Car Bail Out



DocId-105UsedBailOut



SELF-MAILER

Official Book Value Mailers powered by Black Book®

*Black Book Regional Values will be added for your customers



DocId-105BBMake



A6



SNAP

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Customer Records
Existing Sales Customer Breakdown

Sales Recovery by ZIP Code

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

Report Analysis

Sales Recovery by ZIP Code

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs
34442	HERNANDO, FL	2.4	24	10	14	2	9	5	8
34434	CITRUS SPRINGS, FL	4.0	23	17	6	4	8	6	5
34465	BEVERLY HILLS, FL	5.5	19	10	9	2	10	2	5
34432	DUNNELLON, FL	6.9	153	90	63	22	67	32	32
34461	LECANTO, FL	9.7	12	2	10	1	9	2	--
34481	OCALA, FL	11.7	313	197	116	50	148	55	60
34473	OCALA, FL	12.6	217	147	70	29	98	32	58
34431	DUNNELLON, FL	13.0	68	40	28	7	32	11	18
34476	OCALA, FL	13.7	448	267	181	70	186	86	106
34474	OCALA, FL	19.3	228	157	71	47	92	37	52
34484	OXFORD, FL	19.4	23	12	11	3	9	6	5
34482	OCALA, FL	20.3	292	184	108	40	108	58	86
34480	OCALA, FL	21.8	385	237	148	46	153	72	114
34420	BELLEVUE, FL	22.1	225	112	113	23	76	54	72
34491	SUMMERFIELD, FL	22.3	515	301	214	70	217	98	130
34475	OCALA, FL	22.4	93	61	32	13	35	16	29
34471	OCALA, FL	22.5	529	333	196	83	188	108	150
34478	OCALA, FL	22.9	71	51	20	12	20	19	20
32668	MORRISTON, FL	23.0	52	30	22	9	25	11	7
34785	WILDWOOD, FL	23.3	19	8	11	2	9	3	5
34470	OCALA, FL	23.7	278	167	111	29	114	42	93
32162	THE VILLAGES, FL	24.7	431	236	195	81	220	72	58
34472	OCALA, FL	24.9	424	273	151	54	174	80	116
34489	SILVER SPRINGS, FL	24.9	29	20	9	2	11	5	11

Sales Table 1 of 2

Sales Totals

Entire evaluation.

			31	103	47	50
			246	673	285	385
			594	1691	764	1122
6279	3698	2581	909	2614	1135	1621

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • 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 Recovery by ZIP Code

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs
34479	OCALA, FL	25.3	195	110	85	23	71	34	67
32111	CANDLER, FL	26.5	12	7	5	--	3	4	5
34477	OCALA, FL	26.5	30	16	14	5	11	4	10
34421	BELLEVUE, FL	26.5	52	28	24	8	19	7	18
34430	DUNNELLON, FL	26.5	15	7	8	4	8	1	2
32634	FAIRFIELD, FL	27.5	11	6	5	1	3	3	4
32159	THE VILLAGES, FL	27.7	171	68	103	22	91	26	32
32696	WILLISTON, FL	28.5	34	18	16	8	13	2	11
32686	REDDICK, FL	29.1	46	31	15	5	23	5	13
32617	ANTHONY, FL	30.0	54	36	18	13	14	11	16
32192	SPARR, FL	30.4	17	10	7	1	8	3	5
32195	WEIRSDALE, FL	30.5	25	13	12	5	9	3	8
34731	FRUITLAND PARK, FL	30.7	15	6	9	1	9	1	4
32179	OCKLAWAHA, FL	31.3	83	56	27	11	26	15	31
34488	SILVER SPRINGS, FL	32.8	134	87	47	29	50	22	33
34748	LEESBURG, FL	33.0	24	7	17	6	10	5	3
32113	CITRA, FL	34.5	68	37	31	6	26	21	15
32183	OCKLAWAHA, FL	34.8	20	15	5	2	7	--	11
32667	MICANOPY, FL	37.7	12	9	3	3	3	4	2
32608	GAINESVILLE, FL	44.6	24	10	14	7	13	2	2
32134	FORT MC COY, FL	45.2	66	30	36	8	28	8	22
32640	HAWTHORNE, FL	49.1	12	6	6	2	4	3	3

Sales Table 2 of 2

Sales Totals

Entire evaluation.

			31	103	47	50
			246	673	285	385
			594	1691	764	1122
6279	3698	2581	909	2614	1135	1621

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

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*Keep Customers
In the Loop*

Powered By

LoopFX

601 Cleveland Street Suite 415
Clearwater, FL 33755
Ph: 888-412-6650 Fax: 727-683-9640

HD AUTO INFO

9427 Corporate Lake Dr.
Tampa, FL 33634
Ph: 877-899-3900 Fax: 813-886-5862

www.AutoLoopHD.com