



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Pat Peck Nissan Mobile

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

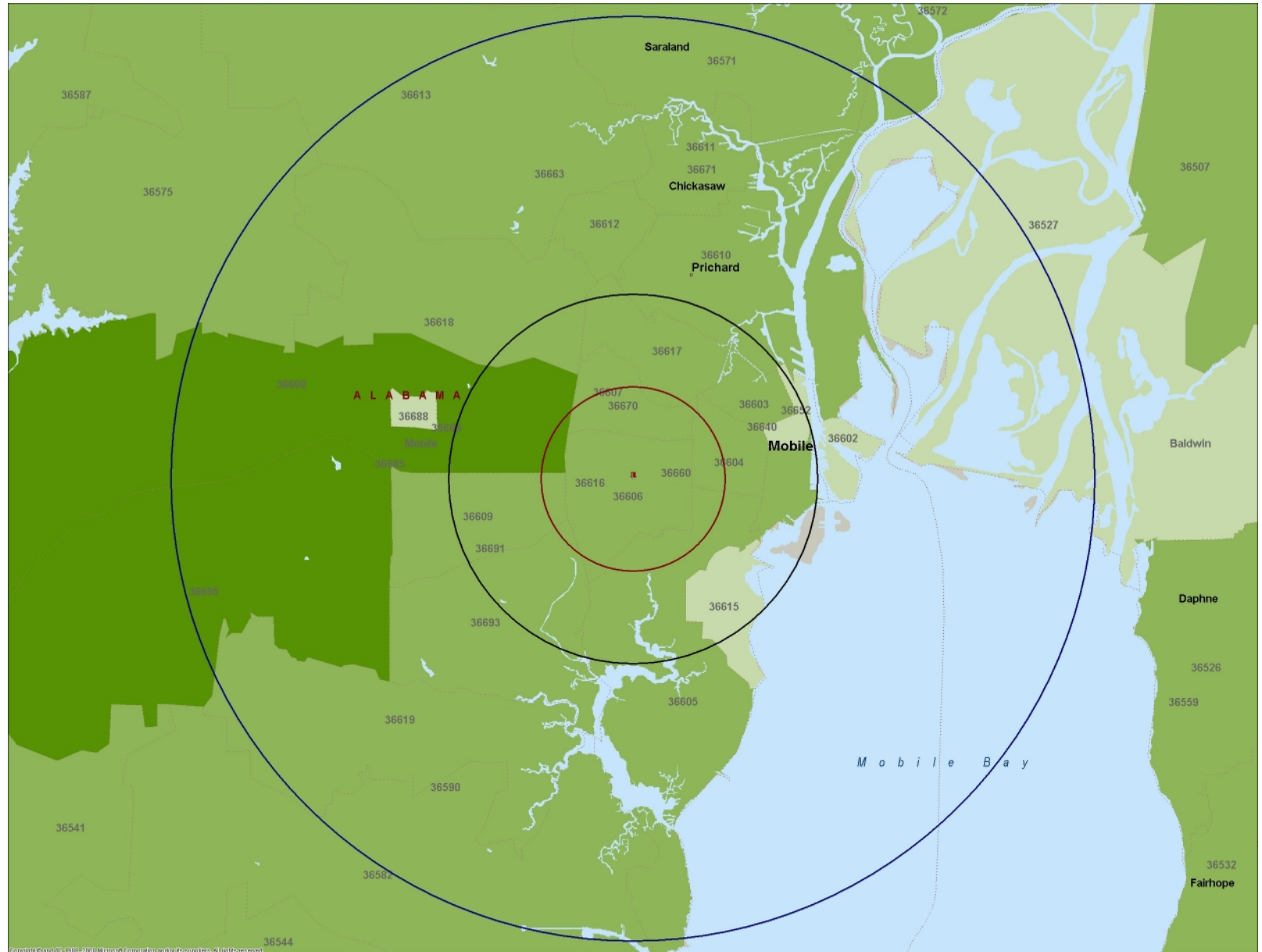
Legend

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 (20)
- 10 to 99 (36)
- 100 to 999 (26)
- 1000 to 9999 (2)



Customer Map is generated based on cleansed dealer data.

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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.

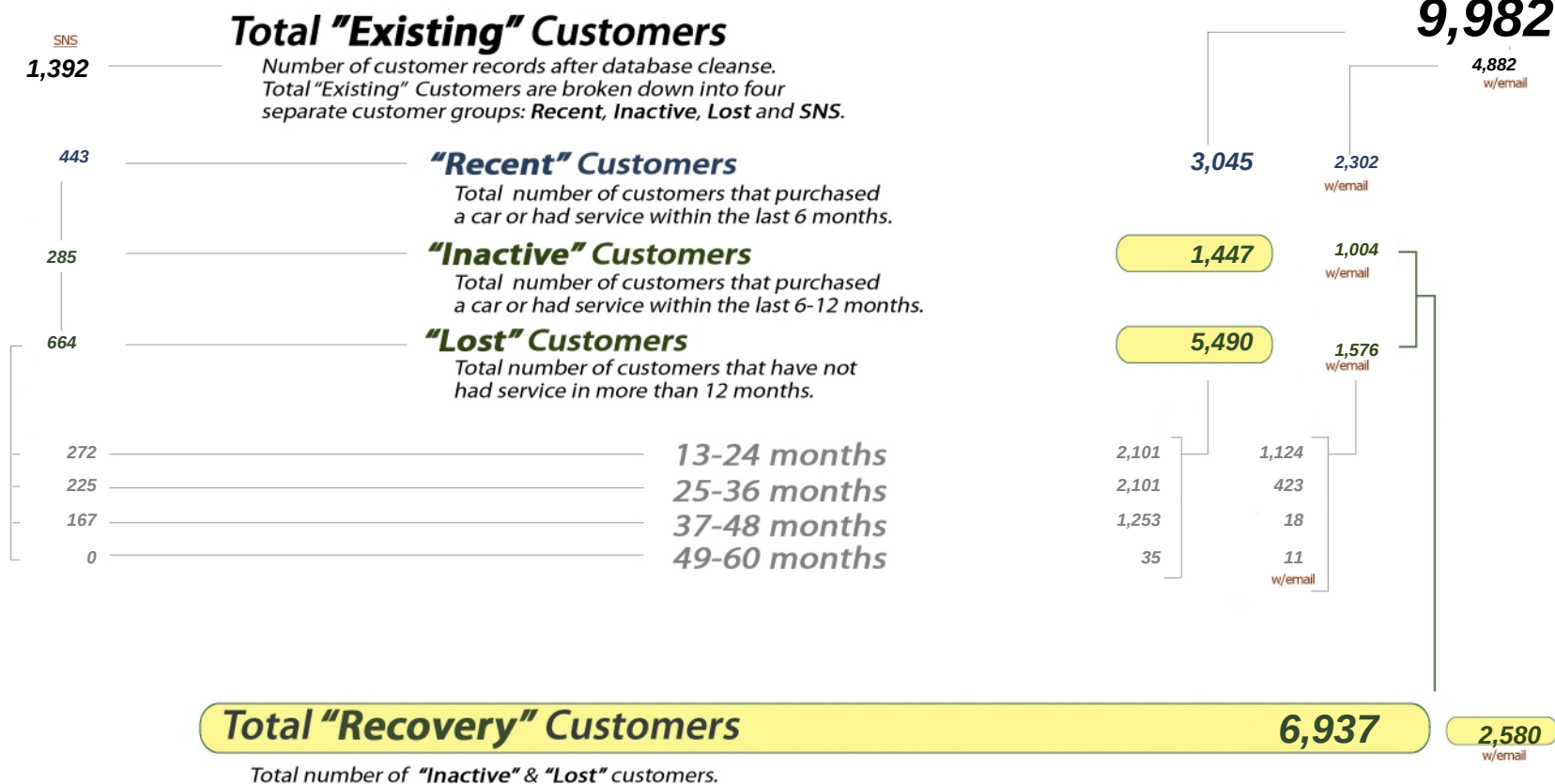
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	14,320	100.00%
Fallout records		
Dates beyond 60 months	19	0.13%
Unrealistic drive time	2,796	19.53%
Non-Mailable	405	2.83%
Non-Dealer Makes	1,118	7.81%
Total Fallout records	4,338	30.29%
Existing customer records	9,982	69.71%

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, Service Manager
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
5300 East Main Street
West Palm Beach, FL 33409-9999

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

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 to maintain the reliability and the life of your vehicle.

Michelle Williams
5300 East Main Street
West Palm Beach, FL 33409-9999

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP

Chris M. Palumbo, Service Manager
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:

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- \$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

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,

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

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 to you.

Michelle Williams
5300 East Main Street
West Palm Beach, FL 33409-9999

\$19.95 Lube, Oil and Filter Change

Snap w/Check

4th Recovery

ALTIMA SERVICE NOTICE

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,

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

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.

Michelle Williams
5300 East Main Street
West Palm Beach, FL 33409-9999

\$19.95 Lube, Oil and Filter Change

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

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
36606	MOBILE, AL	--	481	59	422	142	54	226
36616	MOBILE, AL	1.5	13	1	12	5	1	6
36607	MOBILE, AL	1.8	162	23	139	41	23	75
36601	MOBILE, AL	1.9	12	1	11	2	3	6
36604	MOBILE, AL	2.2	215	34	181	56	37	88
36605	MOBILE, AL	2.6	520	59	461	159	54	248
36617	MOBILE, AL	3.0	317	34	283	94	39	150
36603	MOBILE, AL	3.1	117	7	110	38	12	60
36615	MOBILE, AL	3.3	13	1	12	6	1	5
36609	MOBILE, AL	3.7	677	71	606	179	74	353
36602	MOBILE, AL	3.7	34	1	33	6	4	23
36693	MOBILE, AL	4.3	440	48	392	116	62	214
36610	PRICHARD, AL	4.5	224	21	203	76	30	97
36688	MOBILE, AL	4.5	14	--	14	2	--	12
36685	MOBILE, AL	4.6	11	1	10	2	--	8
36691	MOBILE, AL	4.6	13	--	13	4	1	8
36618	MOBILE, AL	5.4	440	56	384	125	57	202
36612	WHISTLER, AL	5.5	119	10	109	27	17	65
36608	MOBILE, AL	5.7	833	83	750	241	98	411
36611	CHICKASAW, AL	6.4	87	16	71	23	9	39
36619	MOBILE, AL	7.8	282	45	237	78	26	133
36695	MOBILE, AL	8.2	1224	167	1057	305	151	601
36613	EIGHT MILE, AL	9.0	287	38	249	86	30	133
36582	THEODORE, AL	10.5	438	61	377	99	54	224

Service Table 1 of 3

			2016	865	3540
			345	186	746
			210	95	479
9982	1392	8590	2602	1162	4826

Service Totals

Entire evaluation.

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
36571	SARALAND, AL	10.9	340	55	285	104	28	153
36575	SEMMES, AL	11.6	314	53	261	89	41	131
36527	SPANISH FORT, AL	12.2	74	7	67	12	11	44
36572	SATSUMA, AL	13.0	150	23	127	38	21	68
36526	DAPHNE, AL	13.6	159	33	126	20	15	91
36525	CREOLA, AL	15.3	43	10	33	14	7	12
36544	IRVINGTON, AL	15.7	181	30	151	40	20	91
36590	THEODORE, AL	15.7	15	4	11	1	6	4
36568	SAINT ELMO, AL	15.9	17	2	15	2	1	12
36532	FAIRHOPE, AL	17.1	94	21	73	20	4	49
36587	WILMER, AL	18.2	95	18	77	19	12	46
36541	GRAND BAY, AL	18.6	251	45	206	60	25	121
36505	AXIS, AL	18.7	16	2	14	1	2	11
36523	CODEN, AL	20.7	38	5	33	11	7	15
36509	BAYOU LA BATRE, AL	20.7	34	5	29	8	2	19
36521	CHUNCHULA, AL	20.8	64	10	54	10	12	32
36551	LOXLEY, AL	21.0	29	8	21	8	2	11
36576	SILVERHILL, AL	22.7	14	3	11	4	1	6
36507	BAY MINETTE, AL	24.4	88	21	67	19	5	43
39562	MOSS POINT, MS	26.1	61	13	48	13	12	23
36580	SUMMERDALE, AL	26.6	12	6	6	2	2	2
36567	ROBERTSDALE, AL	28.3	28	9	19	8	--	11
36560	MOUNT VERNON, AL	29.0	77	11	66	22	3	41
36522	CITRONELLE, AL	29.3	102	19	83	19	14	50

Service Table 2 of 3

			2016	865	3540
			345	186	746
			210	95	479
9982	1392	8590	2602	1162	4826

Service Totals

Entire evaluation.

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
36528	DAUPHIN ISLAND, AL	29.3	20	2	18	4	5	9
36535	FOLEY, AL	30.9	43	10	33	3	4	26
39563	MOSS POINT, MS	31.1	21	3	18	4	6	8
39452	LUCEDALE, MS	32.0	179	37	142	33	19	90
39581	PASCAGOULA, MS	33.3	16	4	12	5	1	6
39567	PASCAGOULA, MS	34.2	27	4	23	5	2	16
36513	CALVERT, AL	34.3	18	1	17	7	1	9
39568	PASCAGOULA, MS	35.5	33	22	11	2	1	8
36579	STOCKTON, AL	36.0	21	4	17	6	2	9
36542	GULF SHORES, AL	36.2	25	8	17	5	4	8
39553	GAUTIER, MS	37.8	41	7	34	8	2	24
36553	MC INTOSH, AL	38.8	80	11	69	19	7	43
39565	OCEAN SPRINGS, MS	39.8	39	8	31	7	1	23
39451	LEAKESVILLE, MS	44.9	30	9	21	7	1	13

Service Table 3 of 3

Service Totals

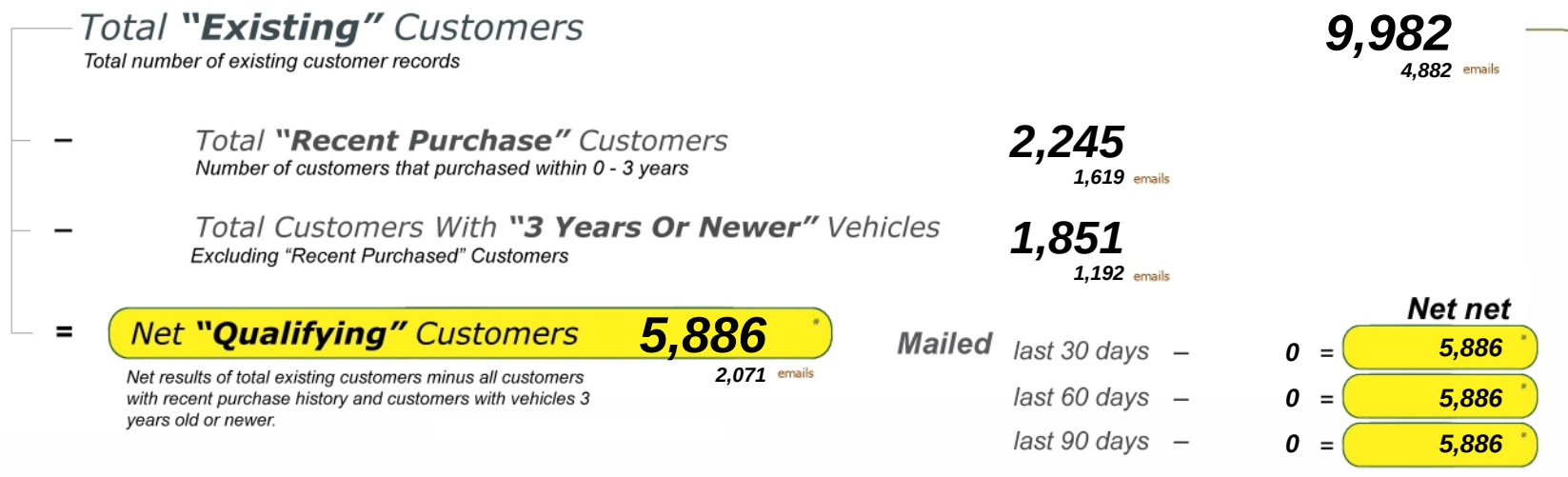
Entire evaluation.

			2016	865	3540
			345	186	746
			210	95	479
9982	1392	8590	2602	1162	4826

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
36606	MOBILE, AL	--	401	375	26	94	132	73	102
36616	MOBILE, AL	1.5	12	12	--	2	5	2	3
36607	MOBILE, AL	1.8	129	114	15	24	45	25	35
36601	MOBILE, AL	1.9	11	11	--	2	3	2	4
36604	MOBILE, AL	2.2	165	153	12	44	49	26	46
36605	MOBILE, AL	2.6	426	385	41	77	158	78	113
36617	MOBILE, AL	3.0	259	241	18	39	97	50	73
36603	MOBILE, AL	3.1	97	91	6	13	41	15	28
36609	MOBILE, AL	3.7	565	517	48	123	187	109	146
36602	MOBILE, AL	3.7	32	30	2	8	8	4	12
36693	MOBILE, AL	4.3	356	331	25	67	126	64	99
36610	PRICHARD, AL	4.5	178	165	13	37	61	34	46
36688	MOBILE, AL	4.5	14	14	--	1	2	3	8
36691	MOBILE, AL	4.6	11	10	1	3	4	3	1
36618	MOBILE, AL	5.4	352	331	21	82	114	79	77
36612	WHISTLER, AL	5.5	94	84	10	19	33	20	22
36608	MOBILE, AL	5.7	684	649	35	153	201	122	208
36611	CHICKASAW, AL	6.4	65	56	9	20	23	9	13
36619	MOBILE, AL	7.8	209	195	14	49	84	34	42
36695	MOBILE, AL	8.2	961	898	63	229	336	157	239
36613	EIGHT MILE, AL	9.0	220	196	24	59	76	40	45
36582	THEODORE, AL	10.5	334	305	29	82	134	58	60
36571	SARALAND, AL	10.9	251	223	28	71	95	41	44
36575	SEMMES, AL	11.6	216	195	21	63	80	29	44

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			1298	2014	1048	1466
			309	433	168	182
			203	260	98	117
7737	7107	630	1851	2766	1341	1779

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
36527	SPANISH FORT, AL	12.2	58	48	10	17	22	12	7
36572	SATSUMA, AL	13.0	108	94	14	32	40	14	22
36526	DAPHNE, AL	13.6	116	102	14	28	49	23	16
36525	CREOLA, AL	15.3	29	24	5	9	13	3	4
36544	IRVINGTON, AL	15.7	134	120	14	34	65	15	20
36590	THEODORE, AL	15.7	12	10	2	4	5	3	--
36568	SAINT ELMO, AL	15.9	13	12	1	3	3	4	3
36532	FAIRHOPE, AL	17.1	64	57	7	26	21	7	10
36587	WILMER, AL	18.2	63	58	5	13	23	12	15
36541	GRAND BAY, AL	18.6	165	154	11	56	59	27	23
36505	AXIS, AL	18.7	12	11	1	4	6	1	1
36523	CODEN, AL	20.7	27	25	2	4	14	5	4
36509	BAYOU LA BATRE, AL	20.7	26	23	3	3	13	5	5
36521	CHUNCHULA, AL	20.8	49	47	2	13	20	8	8
36551	LOXLEY, AL	21.0	19	17	2	7	7	2	3
36507	BAY MINETTE, AL	24.4	61	55	6	13	35	7	6
39562	MOSS POINT, MS	26.1	41	37	4	11	19	2	9
36567	ROBERTSDALE, AL	28.3	15	13	2	10	1	2	2
36560	MOUNT VERNON, AL	29.0	55	46	9	15	16	15	9
36522	CITRONELLE, AL	29.3	73	70	3	20	25	11	17
36528	DAUPHIN ISLAND, AL	29.3	17	15	2	2	9	4	2
36535	FOLEY, AL	30.9	29	25	4	10	11	4	4
39563	MOSS POINT, MS	31.1	18	17	1	4	7	4	3
39452	LUCEDALE, MS	32.0	123	114	9	33	44	19	27

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			1298	2014	1048	1466
			309	433	168	182
			203	260	98	117
7737	7107	630	1851	2766	1341	1779

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 --

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs
39581	PASCAGOULA, MS	33.3	13	12	1	3	5	1	4
39567	PASCAGOULA, MS	34.2	21	17	4	9	10	1	1
36513	CALVERT, AL	34.3	15	14	1	4	4	3	4
39568	PASCAGOULA, MS	35.5	11	11	--	9	1	1	--
36579	STOCKTON, AL	36.0	14	14	--	3	5	2	4
36542	GULF SHORES, AL	36.2	15	15	--	8	3	3	1
39553	GAUTIER, MS	37.8	34	32	2	11	15	5	3
36553	MC INTOSH, AL	38.8	62	56	6	12	29	9	12
39565	OCEAN SPRINGS, MS	39.8	29	27	2	12	10	3	4
39451	LEAKESVILLE, MS	44.9	13	13	--	7	4	--	2

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			1298	2014	1048	1466
			309	433	168	182
			203	260	98	117
7737	7107	630	1851	2766	1341	1779

Report Analysis

Sales Recovery by ZIP Code



*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