

Yes. You can achieve better control –
over your customers and your business –
with Cobalt's OnStation™.



Whether you know it or not, your competitors may be stealing your customers. More than 50% of all customers receive automotive-related emails* – but are they receiving anything from *your* dealership?

Losing your customers means losing control over future downstream revenues in valuable parts of your business, such as service, parts and the next chance to sell another vehicle.

Think about it: selling a vehicle earned you the right to communicate to your customer – don't let the competition steal that powerful advantage from you!

But until recently, retaining customers has been challenging, too. Direct mail campaigns are expensive, slow and manual; they don't fit the needs of your fast-moving business. Collecting customer emails is difficult, and many consumers don't provide them (or your salespeople forget to ask for them).

That's why you need Cobalt's OnStation – so you can take control over your customers and your business.

* Source: Jupiter Research

Yes. OnStation™ gives you a powerful owner marketing tool. Today.

OnStation is a powerful owner marketing service that helps dealers build long-term, profitable customer relationships. OnStation's just-in-time email and direct mail marketing campaigns enable you to:

- Maintain continuous communications with customers throughout the entire lifecycle of their vehicle ownership
- Contact customers with targeted "right time / right offer" communications, to get them back into your dealership for follow-up service appointments
- Drive the right kind of business back into your dealership – on your deadlines and on your terms

OnStation's key features and benefits include:

Business Control

Real-time campaign feedback helps you acquire more contacts, track more opportunities, and retain more customers:

Contact Acquisition and Validation

- Keep adding customers, via automatic monthly email acquisition from nine national databases
- Monitor employee collection of customer emails, to ensure messages are delivered to all of your customers
- Optimize message delivery, to recover bounced, opt-out, and undelivered emails

Campaign ROI

- Evaluate campaign performance based on what's important to you, and understand what brings customers back to your dealership
- Drill down on customers, to review their business history and their responses to your targeted advertising

Customer CSI

- Use immediate CSI survey feedback to improve sales and service issues

Manufacturer Promotions

- Leverage time-sensitive national / regional promotions to get more customers back into your showroom and service bays

24 x 7 Customer Control

- Targeted, timely communications (email and direct mail)
- Zero-touch, turn-key service ensures your messages reach all of your customers

Proactive Precision Campaigns

- Dozens of customer-focused campaigns targeted to your customer's status and readiness to spend

Rapid Response Campaigns

- Fill up your appointment logs with same-day campaigns tailored to your immediate business needs

Personal Marketing Advocate

- Understands your business, your sales goals and your customers
- Is a "virtual" member of your marketing team – just a phone call away
- Coordinates your owner advertising with your existing new prospect advertising
- Refines and executes your outbound owner marketing campaigns
- Reviews your monthly results and recommends changes to increase performance

Yes. I want Cobalt's
OnStation

To learn how Cobalt's OnStation can help you achieve better control – over your customers and over your business, contact a Cobalt account representative. Today.

877.733.1201

Cobalt[™]