

KIA CERTIFIED SOLUTIONS

# SOLUTIONS DESIGNED TO INCREASE LIFETIME VALUE: CONQUEST EMAIL

**Powered by AudienceIQ guided by automotive intelligence.**

Create demand by emailing a conquest audience with relevant offer.

**Minimum Viable Budget:** Varies by audience size

**Minimum Budget: \$1,700** (\$0.17 per record, minimum 10k)

**Benefits:** Customizable content around offers or focus, May include moving GIF header, Tracked Attribution for units sold (with DMS Integration).

**Audiences:**

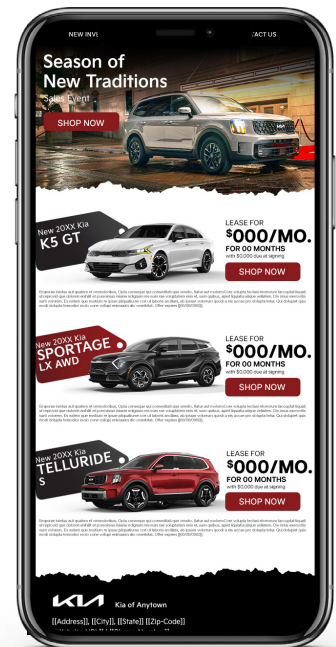
- In-market (by OEM, Model, Segment, Ownership)
- Interest targeting (ie Sporty Living, Camping, Luxury goods)
- Demographics (ie Income Levels, Profession, Net Worth)

CONTACT

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KIA CERTIFIED SOLUTIONS

# SOLUTIONS DESIGNED TO INCREASE LIFETIME VALUE: DMS / CRM EMAILS



## Powered by AudienceIQ guided by automotive intelligence.

Stay in touch with your DMS customers with monthly emails.

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**Minimum Viable Budget: \$495** per deployment  
*(Includes data cleansing, creative development, responsive technology, and deployment)*

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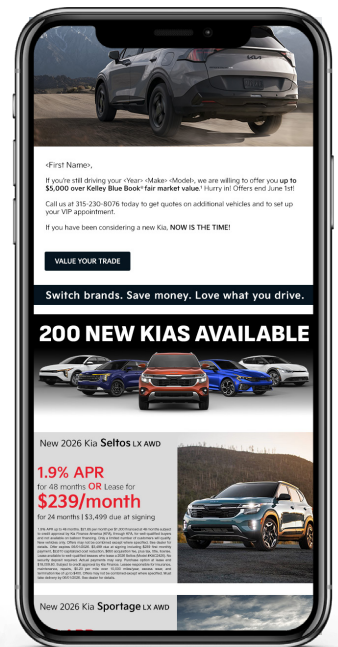
**Audiences:**

- Trade Cycle
- Expiring Lessees
- Inactive / Lost Service Customers



**+1.3%**  
Average Click Thru Rate

**+9%**  
Industry Leading Open Rate



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