



Drive Dealership Dollars with IMN's Loyalty Driver™ Online Marketing Platform

Generate more revenue, build customer loyalty and increase traffic to your lot and to your web site with one simple service: IMN Loyalty Driver.

IMN Loyalty Driver is a revolutionary online marketing platform specifically designed for auto dealerships - driving customers in for sales, for life.

The benefits of Loyalty Driver:

- Generate dealership revenue in sales, services and parts
- Increase leads for test drives and service appointments
- Double web site traffic with interactive links back to your profit centers
- Keep marketing costs down by effectively promoting and branding your dealership
- Build loyalty with current customers by offering engaging content and incentive coupons
- Measure your marketing ROI by seeing what content, offers and incentives generate sales
- Easily identify and reach out to your most qualified prospects

IMN's Loyalty Driver Online Marketing Platform delivers the following capabilities:

Monthly e-newsletter

IMN's Loyalty Driver e-newsletter is the heart of the Loyalty Driver online marketing platform. Ours is the only fully-managed e-newsletter service designed specifically to help auto dealers turn leads into sales and sales into lifelong customers. Professionally written, engaging content contains strategically placed calls to action which increase traffic to your website and alert you when customers are considering a purchase or are in-market

Every month, IMN will produce and send an e-newsletter to your customers and qualified prospects that is packed with product and lifestyle content branded with the look and feel of your dealership and web site.



Loyalty Driver SpotLight

Loyalty Driver SpotLight instantly creates a list of your hottest and most qualified leads. You'll know who is responding to your online marketing, and which articles or promotions are receiving the most attention, allowing you to create additional marketing programs such as FollowUps™.



FollowUps

As a supplement to your e-newsletter, IMN offers FollowUps for special announcements, service specials, sales incentives, and other promotions. FollowUps makes it easy to reach a targeted segment or your entire database.



Loyalty Driver ROI Report

The ROI Report shows you exactly how much revenue your online marketing efforts are generating. The ROI Report will show you which customers purchased vehicles or services as a direct result of interacting with your e-newsletter and FollowUps. The ROI Report shows you the articles read by those customers so you can tailor your future online marketing efforts accordingly.





Real Coupons™

With Loyalty Driver Real Coupons you can create attractive and compelling coupons in just minutes – coupons that will drive response and enhance your brand image. An indispensable tool for special offers, Real Coupons comes with specific templates to meet all your promotional needs.

Show Your Phone™ Mobile Coupons

Make coupon redemption easy for your customers – just tell them to show you their phones! Now there is no need for your customers to print the coupons you include in your e-newsletters – at your customer’s request, Loyalty Driver will text deliver your coupons right to their mobile phone. Your customers simply show their phones at your dealership to redeem the coupons and special offers! No more loose paper.



Concierge Content

For those dealers looking to appeal to subscribers that appreciate the finer things in life, IMN Loyalty Driver offers Concierge Content. An alternative to the regional destination content, Concierge Content provides monthly information on luxury destinations and vacations worldwide.

Loyalty Driver Email Append

Your database is your greatest asset. Reach more prospects and customers, by extending the number of verified email addresses through Loyalty Driver’s Email Append. Email appending allows you to increase the number of customers and prospects that you market to via email and increases the size of your database.

Buy Signal™

Buy Signals allow your readers to tell you when they’d like to test drive a car or schedule service by simply clicking “Schedule My Test Drive” and “Schedule My Service” buttons, which are placed strategically throughout your e-newsletter. These self-qualified leads are then instantly emailed or submitted in ADF to your dealership.

Drive Live TV™

IMN’s custom-developed Drive Live TV videos are an interactive way to showcase select vehicles and proactively move customers to take action. Drive Live TV features comprehensive overviews of select vehicles highlighting driving dynamics, styling, safety and more. Your customers can virtually check out the vehicles they are considering purchasing. What’s more, the programming is original, informative and can be found only on Loyalty Driver.

