



**Live Client Example:**

## **FSM EMAIL+**

**An Actual Client.**

**Amazing ROI.**

**All Revenue Verified as New.**

**Multiple Cost-Centers Impacted.**



# FullSpeed Marketing Approach

## FSM Conquest Email+



## Target & Activate New Buyers!

+ We Also retarget on Google Display and Social

We suppress Active Buyers up to 5 years and Service Customers up to 2 Years from your DMS to Drive New and Re-Engage Defectors

## Email Targeting – How will we build your list?

Intenders determined via current online activity:

- Visited
  - KBB.com
  - Cars.com
  - AutoTrader.com
  - All 3<sup>rd</sup> Parties
- Lease Expiring
- Looked-up Trade Value
- Researched Financing
- Brand and Segment intender
- Active Sales Areas & Battlegrounds



+ Additional Household Level Targeting:

- Age
- Gender
- HHI
- Beacon Score
- Garage Predictors
- Vehicle Class
- Zip Level Geo Targeting



**AUTOFLYTE EDGE**

— DATA — WE'RE HERE — URBAN SCIENCE

# Campaign Performance Summary

**54**

## Sales Matches

Total vehicles matched to campaign efforts

**157**

## Service Matches

Service appointments attributed to campaign

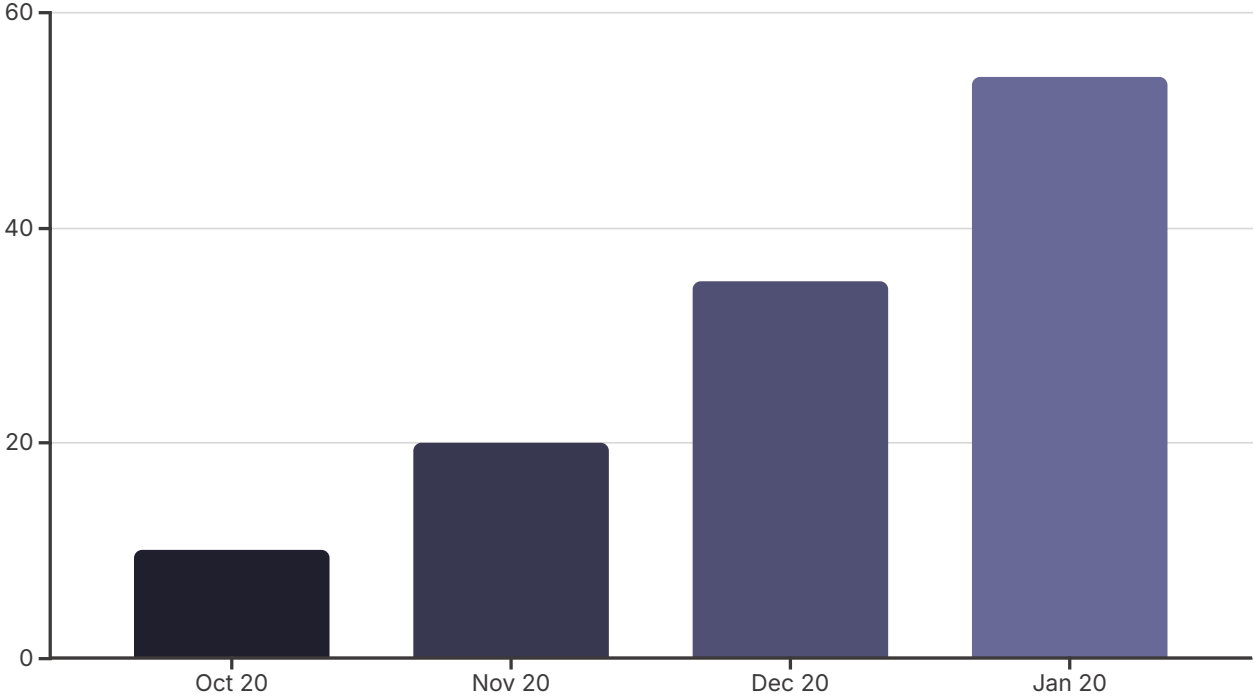
**11%**

## Sales Conversion

Percentage of total dealership sales

The campaign successfully targeted 100,000 customers, generating significant engagement across sales and service departments. With 514 total vehicles sold during the period, campaign-attributed sales represented a strong 11% conversion rate.

# Sales Match Performance



Sales matches showed consistent growth throughout the campaign, reaching 54 total matches by campaign end. The trajectory demonstrates effective audience targeting and messaging resonance.

## New Vehicle Sales

44 matches (after 4 exclusions)

**Gross Profit: \$53,656.11**

## Used Vehicle Sales

10 matches (0 exclusions)

**Gross Profit: \$19,645.22**

## Total Impact

**\$73,301.33** in gross profit

# Service Department Revenue

## Total Matches

451 service appointments tracked to campaign

## Exclusions

294 previous repair orders or exclusions identified

## Final Revenue

157 matches generating \$59,533.92

Service matches represented 4% of total repairs (3,820 total) during the campaign period. The \$156,337.06 in total matched revenue was refined to \$59,533.92 after removing exclusions and previous repair orders, demonstrating strong incremental service business.

# Campaign Reach & Engagement



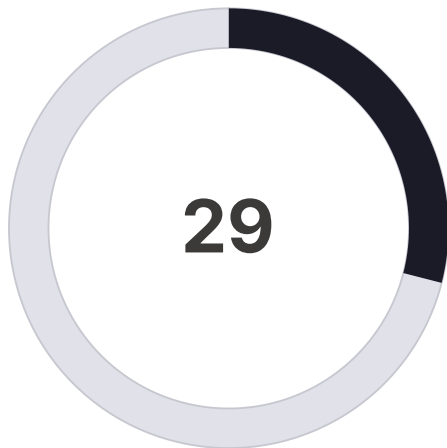
## Customers Targeted

Total audience reach across all channels



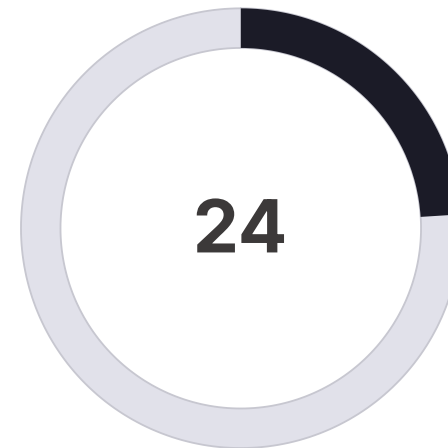
## Website Visits

Direct traffic generated from campaign



## Vehicles Acquired

Trade-ins processed through campaign

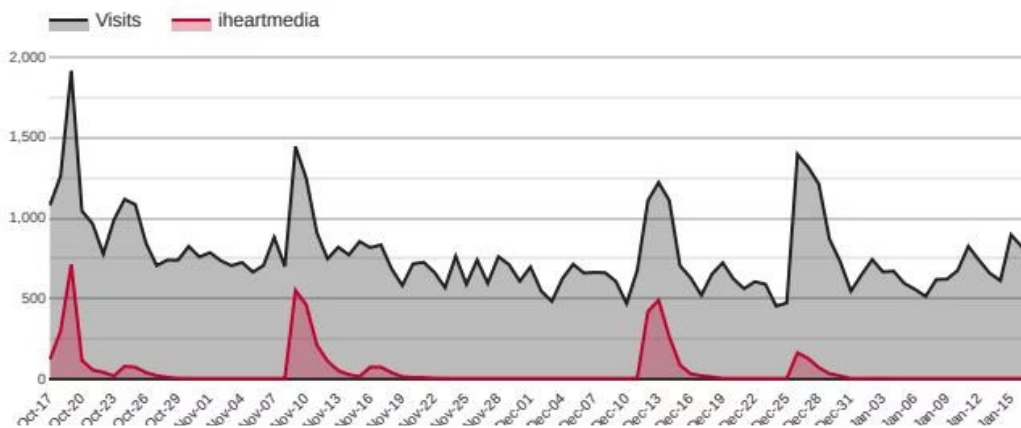


## Resold Units

Acquired vehicles successfully resold

The 24 vehicles acquired and resold generated \$24,864 in gross profit, demonstrating the campaign's effectiveness in driving trade-in activity and inventory turnover.

# Email Marketing Performance

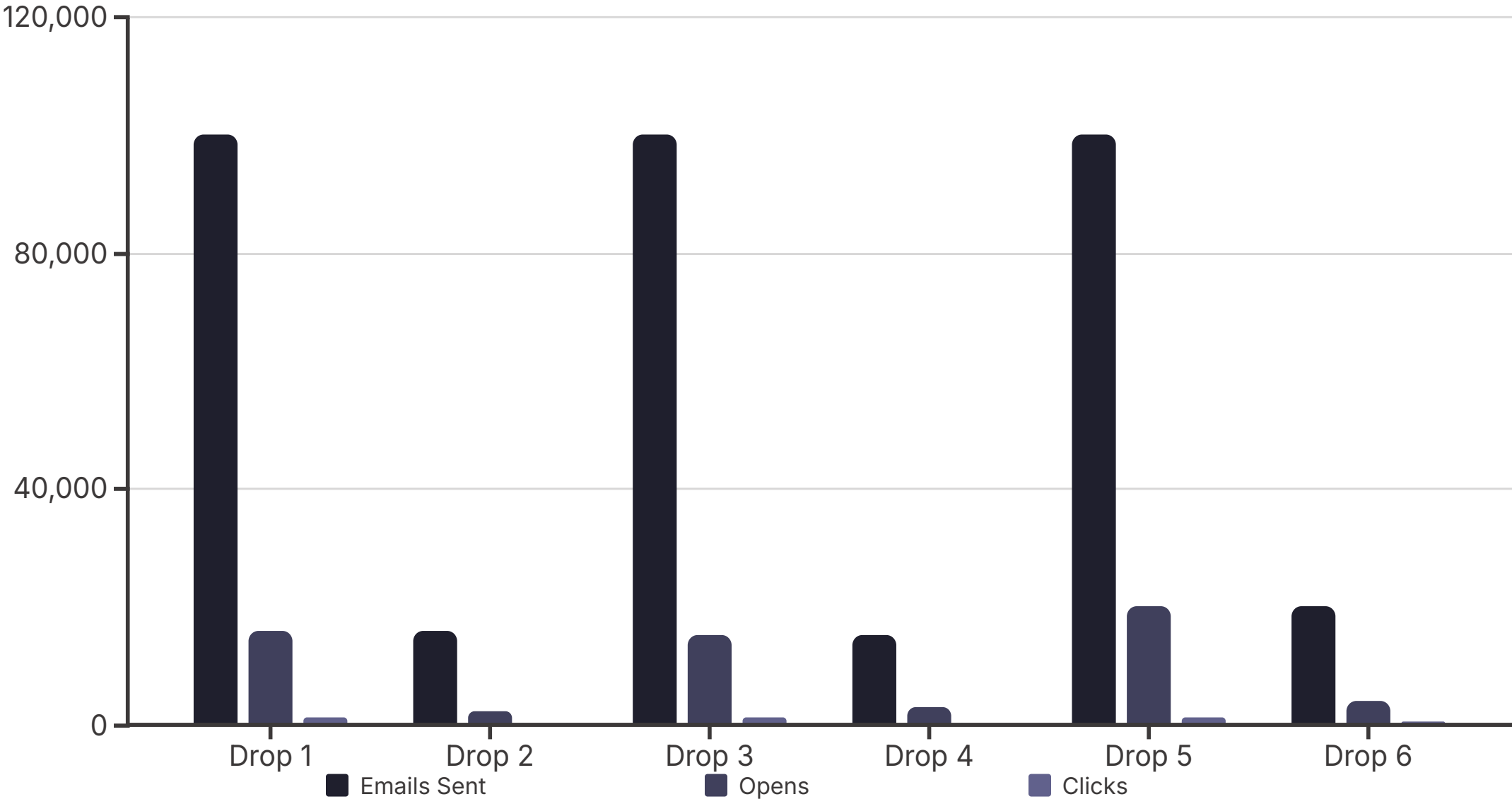


## Campaign Highlights

Six strategic email deployments reached 350,883 total sends with strong engagement metrics. Peak performance occurred during initial launch and mid-campaign pushes.

- Average open rate: 17.12%
- Average click rate: 1.37%
- Highest open rate: 19.95%
- Highest click rate: 1.99%

# Email Deployment Results



Drop 5 achieved the highest open rate at 19.95%, while Drop 6 delivered the strongest click rate at 1.99%. Follow-up emails to engaged audiences consistently outperformed initial deployments, validating the multi-touch strategy.

# Website Traffic Sources

Google Analytics revealed diverse traffic sources driving dealership website visits. FullSpeed Conquest campaigns generated 4,869 sessions with a 98.3% new user rate and 58.64% engagement rate, demonstrating strong new customer acquisition.

## Google CPC

14,157 sessions, 52.93% engagement

## Google Organic

14,079 sessions, 78.27% engagement

## Direct Traffic

10,258 sessions, 74.38% engagement

## Facebook Ads

6,633 sessions, 55.34% engagement

## FullSpeed Conquest

4,869 sessions, 98.3% new user rate, 58.64% engagement

## Edmunds Referral

3,512 sessions, 95.79% engagement



# Top Performing Email Content

## Most Clicked Offers

1. \$1,000 OFF New Cars: 13.73% click share
2. Trade-In Promotions: 11.58% click share
3. 0.9% APR Financing: 10.36% click share
4. \$659 Lease Special: 9.66% click share
5. \$499 Monthly Payment: 9.28% click share

## Content Strategy Insights

Price-focused messaging and trade-in incentives drove the highest engagement. Financing offers and specific monthly payment callouts resonated strongly with the audience.

Green vehicle promotions and EV-specific content generated solid interest at 3.99% click share, indicating growing market appetite for electrified options.

# Campaign Success Summary

## Total Revenue Impact

\$132,835.25 combined gross profit from sales and service matches

## Customer Acquisition

211 total matches across sales and service departments

## Digital Engagement

4,920 website visits from 100,000 targeted customers

The FSM Conquest Email campaign delivered measurable results across all key performance indicators. Strong email engagement, diverse traffic sources, and consistent conversion rates demonstrate the effectiveness of integrated digital marketing strategies for automotive retail.

# OEM Compliant Creative Proof Samples

## 2026 Toyota Tundra SR i-Force CrewMax

As Low As

**2.99%** for **72**

APR

Months

Plus, \$1,000 TFS Cash



VIN #5TFKB5DB3TX373346. 2.99% APR for 72 months - \$15.19 per month per \$1,000 borrowed. Offers may not be combined. With approved credit to qualify for offer. May not represent actual vehicle. (Options, colors, trim and body style may vary.) Dealer retains all incentives. For well-qualified buyers with approved credit. All prices are plus taxes, title, license, fees, and \$899 dealer doc fee. See dealer for details. Offer Expires 02/02/2026.

# 2026 Toyota Tacoma SR Double Cab

As Low As

**4.99%**

APR

Plus, \$500 TFS Cash

for

**72**

Months



VIN #3TYKD5HN7TT041838. 4.99% APR for 72 months - \$16.10 per month per \$1,000 borrowed. Offers may not be combined. With approved credit to qualify for offer. May not represent actual vehicle. (Options, colors, trim and body style may vary.) Dealer retains all incentives. For well-qualified buyers with approved credit. All prices are plus taxes, title, license, fees, and \$899 dealer doc fee. See dealer for details. Offer Expires 02/02/2026.

# 2025 Toyota RAV4 XLE

Lease for

**\$299**

per month

for

**36**

Months



Model 4430. Lease for \$299 a month - 36-month lease - \$3,699 due at signing. \$0 security deposit. Lessee responsible for maintenance, excess wear and use, and will pay \$0.15 per mile for all mileage over 10,000 miles per year. Offers may not be combined. Must finance through TFS. With approved credit. Offers may not be combined. With approved credit to qualify for offer. May not represent actual vehicle. (Options, colors, trim and body style may vary.) Dealer retains all incentives. For well-qualified buyers with approved credit. All prices are plus taxes, title, license, fees, and \$899 dealer doc fee. See dealer for details. Offer Expires 02/02/2026.



## **Military Appreciation**

### **12.5% OFF SERVICE**

Coupon not valid with any other offer. Toyota and Scion vehicles only. Must present proof of eligibility when before service. Up to \$200 discount. Discount excludes tires. Limit one coupon per person and cannot be applied towards prior purchases. Applicable for any Active-Duty Military Personnel or Veterans. Certain restrictions apply. Must present coupon at time of write-up. Restrictions may apply. May not be combined with any other coupons or discounts. See dealer for complete details. Expires 01/31/2026.



**TOYOTA**



## **4-Wheel Alignment**

### **\$114.99**

Certain restrictions apply. Toyota and Scion vehicles only. Plus taxes and shop supplies. See your Service Advisor for complete details and to schedule service. Not applicable to previous services or in conjunction with other offers. Expires 01/31/2026.



**TOYOTA**