



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE

SALES FINDER

DRIVEWAY ENVY™

## Reach Untapped Potential Business ... Your New Car Buyers' Neighbors

### What is Driveway Envy™?

Driveway Envy™ is a **NEW** approach to targeting potential new car buyers. This product taps into consumers' natural purchasing behavior by utilizing "social influence." It is proven that consumers are heavily influenced by the products their neighbors choose. Unlike most direct mail, Driveway Envy™ is able to deliver true targeted messaging by identifying neighbors directly around your new car buyers. With Driveway Envy™, your dealership gains a valuable group of potential new car buyers.

### How Does Driveway Envy™ Work?

Driveway Envy™ is an easy, effective, automated Direct Mail program that complements the OneCommand Customer Marketing & Loyalty Automation Platform™. **Subscribe today and get started immediately!**

- 1. Extract Data:** We extract data from your DMS and then apply OneCommand's AutoIntelligence™. Using your criteria, we target the addresses with the closest proximity to the vehicle sold.
- 2. Send Mail and Deliver the Message:** A mail piece is sent to qualified buyers introducing them to the newest vehicle purchased in their neighborhood. We include a QR code on each piece, which provides additional information about your full lineup of vehicles. The message invites neighbors to take a look around and see who has purchased a new vehicle. Select sales and service offers are included to encourage prospects to visit your dealership.
- 4. Get Results:** Your sales team gets strong, interested leads. A mobile Go Code serves as an opt-in for future communications giving your dealership an opportunity to reach out to prospects via phone or email.

### What can I expect from Driveway Envy™?

Driveway Envy™ is a turn-key solution that works. OneCommand will expand your pool of conquest opportunities and tap a new source of strong leads. With Driveway Envy™, you can cost effectively send targeted mail to the most qualified prospects and get stronger results. **Why Wait? Sign up for Driveway Envy™ today!**



### BENEFITS OF DRIVEWAY ENVY™

#### Sell More Vehicles

Use social influence to reach a qualified pool of prospects, your customer's neighbors.

#### Target Your Prospects

Use specific offers with each mailing to entice future prospects.

#### Easy To Implement

Turn-key technology solution accesses your dealership's existing DMS to deliver consistent leads to your store.

#### Reduce Expenses

Stop wasting money "blasting" unqualified prospects. Driveway Envy™ targets like-minded consumers with similar spending habits and delivers real ROI.

Connect  
with us on:



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