

product / solution: targeted mail - RPM

Voice Messaging

Text Messaging

Email Marketing

Targeted Mail – RPM

Call Capture & Return

Data Enhancement

Data Integration

Data Segmentation

Live Chat

Loyalty Programs

Online Scheduler

Personal Web Page (PURL)

Preference Manager

Web Return

OneCommand's **Targeted Mail** solution is the perfect tool to communicate to existing customers. Because of the fast-paced world we live in, Targeted Mail allows your customers to receive your important messages without interrupting their hectic lives. Since our mailers can be completely customized to meet your dealership's specific needs, there is always an opportunity to take advantage of this solution. Additionally, several templates are provided offering seasonal and themed mailer ideas. All mailers are equipped with current vehicle images and dealer information. AND, mailers can be targeted toward specific segments such as P, G, S and B, and ranging from higher priced to lower priced coupons.

Marketing to customers within your database has never been easier! First, determine the audience you would like to target, and we'll take care of the rest! OneCommand is compatible with service smart lists and PMS type lists.

Our mailers are pre-submitted in cooperation with OEM's such as Kia, Mitsubishi, Hyundai, General Motors and Suzuki.

Increase Your Response Rates!

The typical response rate for Targeted Mailers is 12-15% . Looking to increase your response rate? Record a OneCommand Voice Message and increase the effectiveness of the mailer by up to 51%.