

EMAIL MARKETING CAMPAIGNS

Advantage Email 1:

SL:

The 3 Most Important Reasons To Partner with CARFAX

Dear <Autopopulate>,

You need to be using CARFAX today; here's why:

1. Know Before You Buy: With just a quick scan of the VIN, the 'CARFAX For Dealers' mobile app instantly gives you complete CARFAX Vehicle History; reducing your costs at acquisition!
2. Serious Buyers: 42% of Carfax.com shoppers are likely to make a purchase within 7 days; reducing your advertising spend per unit!
3. Build Confidence: Cars listed with a CARFAX Report sell, on average, 17 days faster than those that without; reducing your carrying costs!

Are you ready to start saving money?

CTA Button: Yes. Show Me Now

Advantage Landing Page 1:

3 Ways CARFAX Saves You Money!

Discover why 18,000+ dealers are already using CARFAX to their Advantage!

Value Propositions:

- Know Before You Buy – reduce your acquisition costs
- Serious Buyers – reduce your ad spend
- Build Confidence – reduce your carrying costs

Form Items:

- Company Name
- First Name
- Last Name
- Email Address
- Phone

Advantage Email 2:

SL: Discover How You Can Cut Your Cars Lot Time by 17 Days

Dear <Autopopulate>,

How you can sell your cars 17 days faster:

By using CARFAX, not only will you be able to sell your cars faster, but, combined with a CARFAX Vehicle History Report, you'll have a stronger bargaining position on the sale price of your car. Talk about a win-win!

Plus, you'll gain access to other valuable benefits like:

- "CARFAX for Dealers" mobile app: Before you buy a car at auction, scan of the VIN get CARFAX Vehicle History on the spot.
- Used Car Listings: With millions of buyers visiting Carfax.com you'll reach a wider audience than ever before.
- Free Promotional Materials: Boost consumer confidence with attention grabbing point-of-purchase materials.

Less time searching for a good used car, less time advertising that car, less time that car waits on your lot – means more money for you!

Get your 17-day advantage today!

CTA Button: Go Now

Advantage Landing Page 2:

Your 17-Day Advantage

By partnering with CARFAX, you can sell your cars faster than ever, and get access to exclusive benefits:

Value Propositions:

- "CARFAX for Dealers" Mobile App – get vehicle history anytime, anywhere
- CARFAX Used Car Listings – list your cars and sell them faster
- Free Promotional Materials – build trust with customer on and off the lot

Form Items:

- Company Name
- First Name
- Last Name
- Email Address
- Phone
- Call To Action Button:

Testimonial:

"More online shoppers are coming to our dealership because we include a CARFAX Report with our listings. It's one of the main things customers look for to build trust. You'll never see our cars listed without a CARFAX Report."

-Paul Golias, General Manager
Crown Honda of Greensboro

Advantage Email 3:

SL: The Best Way to Sell Your Car

Dear <Autopopulate>,

As soon as you buy a car the stopwatch begins. Every day that car sits on your lot, you lose money.

According to Joseph Lecosta—Chair at the Automotive Marketing School at Northwood University, the average cost of keeping a car on your lot per day is \$21!

Imagine you have 20 cars that, on average, sit on your lot for 20 days.

That means you are paying \$420 a day—or \$8,400 over that three-week span—just having those cars tick time away!

Here's the good news...

On average, cars listed on CARFAX.com sell 17 days faster, potentially saving you hundreds on every car on your lot!

CTA Button: Show Me Now

Advantage Landing Page 3:

Now You Know The Secret

By using CARFAX to sell cars, you can sell your cars 17 days faster plus reduce your carrying costs.

Value Propositions:

- CARFAX for Dealers Mobile App – get vehicle history anytime, anywhere
- CARFAX Used Car Listings – list your cars and sell them faster
- Free Promotional Materials – build trust with customer on and off the lot

Form Items:

- Company Name
- First Name
- Last Name
- Email Address
- Phone
- Call To Action Button:

Testimonial:

"CARFAX is an important part of our acquisition process. We know we're getting the right cars at the right price."

-Kendall Garrison, General Manager
Cory Fairbanks Mazda

Advantage Email 4:

SL: Discover The Best Tool to 'Win' Every Auction

Dear <Autopopulate>,

Going to an auction or taking in a trade used to feel like a roll of the dice.

Those days are over...

Introducing the 'CARFAX for Dealers' mobile app – designed to give you the information you need to make informed buying decisions is your new ace in the hole.

With just a scan of the VIN, you'll receive the CARFAX Vehicle History Report instantly!

Tilt the odds in your favor!

CTA Button: See It In Action

Advantage Landing Page 4:

Win Any Auction Or Trade In With This App

Make sure you acquire cars at the right price so you don't lose money at the deal table.

Value Propositions:

- Avoid buying and selling cars with costly hidden problems
- Run CARFAX Reports anytime, anywhere
- Get email notifications about the cars you list online

Form Items:

- Company Name
- First Name
- Last Name
- Email Address
- Phone
- Call To Action Button:

Testimonial:

"On multiple occasions, we've been saved from buying a car with a problem, such as frame damage, because CARFAX reported the information."

-Tim Weaver, Sales Manager
Sterling Motor Cars