

# THE PREDICTIVE CAMPAIGN CYCLE

automotiveMastermind's (Mastermind's) **Market EyeQ** sales platform generates personal messaging for every customer. **How?** Using existing data from your DMS and service drive, we layer on social media interactions, vehicle history, real-time OEM plus dealer data, along with other relevant data points, and micro-marketing to deliver meaningful and uniquely relevant communications. The result ensures higher conversion rates and a stronger ROI.

Mastermind varies the look and feel, color and targeted hooks at each communication touch point, and incorporates innovative techniques to drive timely responses. The program is designed so that each campaign builds on the previous one, maximizing the probability of consumer action over the full campaign cycle. Customers only receive a campaign when they are predicted to be in the market.

## EXAMPLE

- **THE RELATIONSHIP BUILDER**  
The customer's first micro-targeted offer
- **THE ACCOUNT NOTIFICATION**  
Concisely outlines the new offer
- **THE PAIN POINT SOLUTION**  
Focused on key sales drivers
- **THE ACCOUNT INVOICE**  
An official look and feel to close the deal
- **THE BROCHURE**  
Features a personalized handwritten-style note



ONE PLACE. EVERY BUYER.