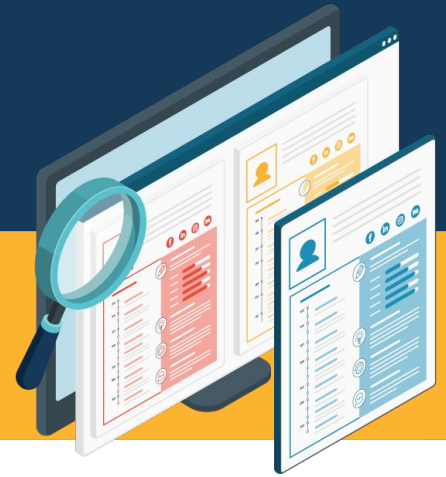


# Give your marketing the edge by taking control of your data.

Clean, enrich and activate your customer data for limitless opportunities.



## Marketing with clean first-party data is a dirty job, but we're here to do it.

With markets as competitive as ever, it's never been more critical to have clean, secure and actionable first-party customer data. It only takes one bad experience for a customer to switch to a competitor. That could be as simple as a postcard referencing the vehicle they traded in two years ago or repeatedly showing them vehicle ads after a recent purchase.

## Adding the AutoMiner CDP to your dealership solves these issues – and many others.

Your own first-party data is key to understanding and engaging shoppers in a personalized and relevant way. But if you're like most dealers, your data is in different systems, incomplete, and in many cases, just plain incorrect. Plus, it can be incredibly expensive to have even one of those systems "cleaned" once a year.

### What can the AutoMiner do for you?



**Consolidate** your customer data sources into one platform



**Cleanse and enrich** your customer data regularly, ensuring it's always accurate and current



**Securely store and share** data, aligning with strict privacy, data security and encryption policies



**Create endless sales and fixed ops marketing campaigns** with custom lists based on your goals



**Target more precisely and increase advertising match rates**



**Campaign ROI:** Show you which campaigns influenced sales and ROs

# The AutoMiner Customer Data Platform

The CDP designed exclusively for dealers, gives you:

## Golden Customer Records

Get one clean record for each person in your DMS and CRM by matching:

- > Address
- > Email
- > Phone
- > Vehicle

## Expanded Marketing Channels

Build custom audiences and deploy campaigns across multiple channels, including:

- > Email
- > Video
- > SMS
- > Direct Mail
- > BDC Call Lists

## Custom Audiences Anywhere

Securely push audience data to your dealership's trusted marketing partners, including:

- > Amazon Ads
- > DV360
- > Google
- > Meta

## Ready-To-Run Campaigns

Start with our customizable templates to quickly launch campaigns for:

- > Sales
- > Lease Ending
- > Equity Mining
- > Conquest Marketing
- > Service Reminders
- > Recall
- > Lost Customers
- > And more...

## MAIN PACKAGE

### AutoMiner

#### Customer Data Platform

- > First-Party Data Consolidation
- > Data Cleansing & Enrichment
- > Marketing Strategist Support
- > Sales & Fixed Ops Email Campaigns
- > Custom Video Email Campaigns
- > BDC Call Lists
- > Campaign ROI Reporting
- > Conquest Email Campaigns\*
- > Direct Mail\*

No media budget required

## ADD-ONS

### PURE Identity

Website Visitor Identification and Segmentation for Omni-Channel Marketing

### Conquest Data

Supplement Customer Data with Local In-Market Shopper Data for Email or Direct Mail Marketing

### Direct Mail

Supplement Customer Data with Local In-Market Shopper Data for Email or Direct Mail Marketing

“

“It pays for itself and then some.  
The ROI is a no-brainer.  
The sales campaigns have been awesome. We’ve seen a clear lift in what we’ve been doing.”

Chris Martinez, General Manager,  
Mercedes Benz San Antonio



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