

## Email is hands-down the most efficient, cost-effective channel dealers can use to consistently communicate with customers.

Conversion and loyalty emails deliver perfectly timed communication to your customers through recurring, customized triggers. Dominion Email Marketing identifies the messaging and schedule that best suits your customers' habits, generating higher conversion rates, stronger responses and improved revenue.

Dynamic email improves your customers' experience, fueling your digital marketing with custom, on-demand messaging. Each dynamic email is created and customized to meet your needs, support your campaign and promote your branding. Your Relationship Manager handles the entire process, creating professional recurring messages, dynamic campaigns, and straightforward reports that inform you of the results.

\*Data and decoding powered by: 

### Features

- Dynamic campaigns, promotions and real-time data segmentation
- Consistent branding
- Delivery, open, and click-through tracking

### Benefits

- Increase customer satisfaction with immediate benefits to service and sales retention
- Stay informed with instant feedback and campaign response trending
- Accomplish the top 5 branding success strategies:
  - Gain permission to communicate
  - Create an identity for your dealership
  - Establish trust with your customers
  - Deliver relevant information
  - Communicate consistently and respectfully

