

# Times Digital

EXTENDED NETWORK

 Powered by ePush!

# Ad Stack



INCREASE SALES & SERVICE  
**VOLUME THROUGH**  
AD STACK DIGITAL PROGRAMS



## ABOUT ePush!

ePush! is a behavioral marketing and data-driven technology company. Since 2009, ePush! has helped dealerships of all sizes sell over 1 million vehicles. We work closely with both the automotive industry and a wide variety of Fortune 1000 companies.

Times Digital

EXTENDED NETWORK

 Powered by ePush!

# 01 eVe!™ Engagement Visibility Engine



## Use Artificial Intelligence to engage in-market shoppers!

eVe!™'s powerful algorithm tracks consumer online behaviors to identify the in-market prospects in your geographical area who are ready to buy. eVe!™ converts this information into full contact records with names, addresses, emails, and phone numbers, and pushes them directly to your CRM.

- Unmask your anonymous website visitors.
- Identify who's searching and shopping for vehicles in your market.
- Know who's visiting the lot at your competitors' dealerships.



## Attract your audience with Facebook targeted ads!

Social media is where your market is today. Using eVe!™ and Reanimation™ data, our Facebook module offers exceptional targeting capabilities, with powerful carousel ads that serve dealership-specific audiences based on the preferences of the in-market shoppers in your area.

# 02 CRM Reanimation™



## Turn your CRM trash into revenue!

Reanimation™ takes the bad, useless, inactive data in your CRM, runs it through a multi-step process and a broad data feed eco-system to bring it back to life, and re-engages these prospects to generate ongoing sales and service business.

- Gain 10 to 15 Sales and 30 to 40 Service ROs per month.
- **Get your data back!** All cleaned and updated records are returned to you so you can use in other marketing channels.

### Let us take care of everything!

Each stack comes with a dedicated Project Manager devoted to making your program simple and easy. You don't have to figure out anything on your own, because we do it all for you.

- The audience
- The message
- The creative
- The schedule
- The implementation
- The reports
- The data analysis
- The optimization

# 03 Targeted Conquest Emails



## Increase reach, frequency and response!

Email is still one of the **most effective digital marketing** channels. Boost your marketing efforts with Targeted Conquest Emails that deliver transparent, verifiable results, increased ROI, sales and customer penetration.

- Touch over 50,000 people with each deployment of proven, OEM-compliant emails, optimized for all digital devices.
- Drive new prospects directly to the specific offers on your website.
- Every email is custom built for your dealership, and co-op pre-approved.

### Connect with the prospects who are ready to buy now!

We find you the right prospects so you can focus on what you do best: **Close Deals!**

## Call Us Now!

727.893.8974

[tampabay.com/mediakit](http://tampabay.com/mediakit)

# Stack & Grow Your Digital Advertising

**AdStack** is a modular approach to digital marketing that allows you to choose the programs that best meet your needs, goals and budget to create the perfect digital marketing mix for your dealership.

Each component of **AdStack** identifies and engages prospects in your PMA at the many stages of their buyer journey to maximize your dealership's reach. **AdStack** makes your digital marketing efforts agile and effective.

### Choose the perfect AdStack formula for your dealership and leave the rest to us!

- **AdStack I:** eVe™ + Reanimation™
- **AdStack II:** Stack I + Facebook Ads
- **AdStack III:** Stack II + Conquest Emails
- **Single Modules**

Harness the power of data to drive growth and improve your buyers' experience.

