

High Quality + The Right Customer List = Great Response!

@utoDirect™ is a targeted, direct mail program that integrates with @utoEmail™ and @utoVoice™. Our results-oriented, direct mail service is the only one in the industry designed to lower your direct mail costs immediately by 24% while increasing revenue from your customer database.

Benefits of @utoDirect

- Integrates with @utoRevenue email and voice messaging services to manage all your customer communications.
- Offers each customer the opportunity to opt-out of direct mail and opt-in to receiving email.
- Helps retain customers and increase customer spending habits.
- Increases customer satisfaction.
- Generates quantifiable ROI.
- Constantly updates the quality and deliverability of your mailing lists.
- Confidence of knowing your dealership is working with a national company that specializes in automotive multi-channel permission-based marketing.

Attention Getting Options

- Hundreds of results driven, eye-catching, colorful, direct mail templates.
- Post cards – Standard to super sized, these four-color pieces get your customers' attention and drive traffic.
- Letters – Personalized with your logo and message, these four color letters drive brand loyalty and revenue.
- Brochures – Tri-fold, full color, attention-grabbing brochures promote special offers, warranties, service programs, etc.
- Coupon booklets – Booklets contain 12 service and parts coupons created just for your dealership.
- Invitations – Beautifully designed invitations promote special events, unveil vehicle models or announce private sales events.

Spend less! Get more!
CALL TODAY!
(866) 628-6245

@utoDirect Drives Business To Your Dealership

Use @utoDirect for:

- Sales Mailers – Sell more cars by telling customers about monthly or quarterly auto sales, current factory incentives and special promotions.
- Service Reminders – Send service reminder mailings to those customers without email addresses.
- Service Mailers – Increase business with monthly or quarterly mailings to promote parts, service and accessories.
- Invitation Only Events.
- Customer Car Clinics.



We do all the work... You make all the money!

@utoRevenue™