




Create simple and effective email communications.

PowerMail™ allows dealerships to send personalized, branded email campaigns with integrated vehicle information, photos, video, and specials to just one or thousands of customers in seconds. PowerMail is a proactive way to reach out to customers and market your inventory at the same time.

PowerMail Sample

ROI MOTORS
1 Howard Street Burlington, VT 05401
www.roimotors.com (888) 496-2147

**Come down all this week for our winter
Cabin Fever Sale!**



Dear [Prefix] [Last Name] ,
Getting tired of the winter? Come on down to [Dealership Name] at [Address!] [Dealership City] for this limited-time special all this week! All [Lead/Vehicle Make] [Lead/Vehicle BodyStyle] vehicles are on sale for this event. Also, be sure to check out [Dealership Url] for the latest information on special offers. For driving directions, go here: [Dealership Directions Url]

Take a look at this video of one of our best sellers!

Thanks from the friendly staff at [Dealership Name]

Key Benefits

Custom Email Marketing

Create custom-branded email campaigns directly from ControlCenter™ with integrated Media Library, WYSIWYG editor and template selector.

Inventory and Specials Integration

Send specific vehicle information including photos and links back to your inventory, vehicle videos and specials.

Broadcast Email Campaigns

Blast emails to one or thousands of customers and instantly drive more leads to your profit centers.

Advanced Search Filter

Target prospects or clients for sales, service or other vehicle-specific campaigns.