



Hyundai CRM OnDemand is designed to drive business.

It's sales marketing tailored to your dealership.

Build effective campaigns with just a few clicks in the easy-to-use platform or with the assistance of your dedicated Marketing Consultant.

Target current customers or prospects with affordable email and direct mail campaigns.

Here's how it works:

Create and deploy monthly email and direct mail campaigns.

You can choose from a variety of model options with lease, bonus cash, and/or APR offers. Or create a customized offer with the "Write Your Own" feature.

Leverage monthly-curated customer lists.

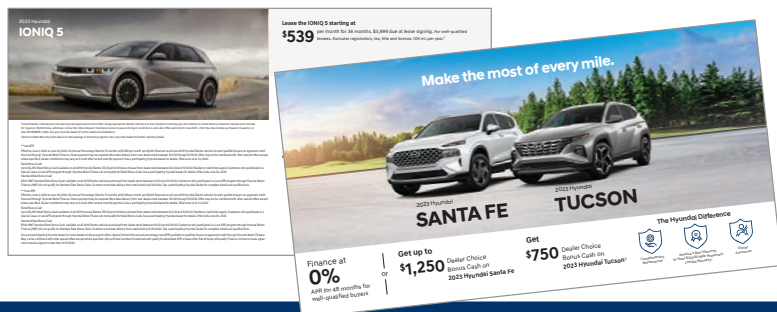
Customer lists are carefully selected and provided each month to help you target in-market owners, HMF lease and finance customers, and conquests. Also, you can upload your own list to target exactly who you want.

Make use of several customizable options to promote your dealership and reach your sales goals:

- 1 Direct offers to HyundaiUSA.com or a page on your dealership's website
- 2 Choose offers based on the vehicles you want to promote
- 3 Include an image of your dealership
- 4 Select promotional tiles to showcase brand information, awards, sales events, additional models, and more
- 5 Link social media icons to your dealership Facebook, Twitter, Instagram, and YouTube pages

Email campaigns cost \$0.05/email sent and include a \$25 campaign setup fee. The cost of direct mail campaigns varies by quantity, but typically comes to \$0.80/piece. **All campaigns are eligible for co-op and submitted on your behalf. Counts can also be adjusted to accommodate any budget.**

Best of all, a dedicated Marketing Consultant is available to offer support, to assist with your campaign build, and to share valuable reporting.



12.5%

SALES LIFT

Seen by consistently participating dealers
in 2022 compared to dealers who did not
consistently participate.