



We help automotive dealerships across the nation generate incremental sales every month with our unique micro targeted approach.

Experienced special finance managers prefer our services for multiple reasons. Our micro targeted data, our unique call to action (card mailer), our huge response rates, our superior tracking abilities, our experienced support and more importantly a fantastic return on investment that can be counted on even when the market is in tough shape.

We are constantly innovating this service to generate higher response rates. Our attention to detail is just one of many reasons our clients are successful. Our proven process will lower your cost per incremental sale and will increase your return on your investment. The average marketing / direct mail company can't even come close to our results. We are confident you will see and experience the differences if you follow our process.

Big Time Promos is notified every time an auto enhanced bureau has been pulled in your primary market area. We filter through these daily automotive hard inquiries to identify who is pre-qualified / pre-selected for an auto loan. An extension of credit is made to prospects that qualify with a FCRA / FACTA compliant pre-qualification / pre-selected card mailer.

This extension of credit will motivate receptive & pre-qualified prospects to take the first step and respond.

Data collection and filters	Call to action / extension of credit
Auto hard inquiry within the last 24 hours Standard Pre-qualification filters Custom zip list FICO range e.g. 550-679 Daily lead max filter	1 <sup>st</sup> class pre-qualification letter and card mailer FCRA compliant –FACTA compliant 5% -10% response rates
Tracking	Benefits
IVR (loan by phone hotline and custom URL to track responses Custom URL to track prospect's response Intelligent pin code assigned to every prospect Web based contact manager provided Ability to push into any dealership's CRM	Generate incremental sales Fantastic return on investment Save time –Save money Increase market share Consistent lead flow per day On demand support Our commitment to excellence