

PERFECT10[®]

AUTOMAIL RADIUS

PROGRAM for **exede**[®]
INTERNET



WHAT IS IT?

The AutoMail Radius Program is a 75 piece address mailing that radiates from an Exede Activation Address. This address is automatically provided to the AutoMail Radius Program by your distributor and they target the surrounding potential customers in the neighborhoods of your recent activation.

HOW DO I GET STARTED?

Enrolling in the AutoMail Radius Program is simple and easy. Simply email exedecoop@perfect-10.tv that you want to enroll in the AutoMail Radius Program.

- \$0.395/piece or \$29.63 per radius before Co-Op (\$2.63 - \$11.85 per radius depending on 60% - 90% Co-Op)
- Campaign includes call8 "866" number for response tracking
- Self-Sustained Co-Op utilization
- Campaigns starting at 75 pieces
- Pre-Approved by Marketing for Co-Op
- Auto Co-Op Claim Submission
- Weekly Mailings



SIGN UP TODAY! Email exedecoop@perfect-10.tv



5^{1/2} REASONS

WHY YOU SHOULD PARTICIPATE IN THE AUTOMAIL RADIUS PROGRAM

Finding the right customers is an on-going process. You should always be looking for ways to drive new activations and build in areas where the right customers live. The AutoMail Radius Program helps you continue to cultivate the areas where you are driving activations. Here are 5 1/2 Reasons why you should make the AutoMail Radius Program an ongoing part of your marketing plan.

1 Your Customer's Neighbors have the same needs: Mailing around an activation allows you to market to the same kind of people that just bought from you. Because they live in the same neighborhood they should have the same kind of credit score, income, and needs.

2 Campaigns are self-sustaining: Think about it. For every activation you make \$70.00 in Exede Co-Op. A standard 75 piece Exede AutoMail Radius costs \$29.63 using \$17.78 - \$26.67 of Co-Op depending on your Co-Op percentage. This means for every activation that you get you will never deplete your Co-Op by just using the AutoMail Radius Program.

3 Campaigns are automated: Your weekly activations will automatically be mailed through our partners as Perfect 10.

4 Campaigns are scalable for any size dealer: Campaigns mail based on your activations so the more sales you make the more often the AutoMail Radius Program mails out.

5 Radius Mailings drive sales: With average response rates of over 1%, AutoMail Radius Program puts you in a position to make sales.

Sample Campaign

- 10 Radius Drop or 750 pieces mailed
- \$296.25
- \$177.75 @ 60% Exede Co-Op
- \$118.50 @ 40% dealer out-of pocket

Results based on 1% response rate

- 7.5 calls generated
- Estimating 25% close rate 1.88 sales or 2 sales
- Average cost per sale \$148.23
- Average cost per sale \$59.29 dealer out of pocket
- Plus an additional \$70 in Exede Co-Op per activation

REASON 1/2

CONTACT PERFECT 10 TO GET STARTED

With the Radius Program you will have half of the worries that your marketing is going to the right places at the right times to the right people. It's simple and automated to help you focus on growing your business.

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