



## eAppend

### Capture Every Email Lead

Effective digital marketing starts with a robust email database. Maximize the potential of your digital marketing efforts by appending email addresses to your DMS quickly and easily.

### Building Your Email Database

From start to finish, DPS manages the entire process of appending emails to your existing customer records. We extract your customer data file; apply a sophisticated email matching algorithm against the file; send a personalized invitation email to matched customers; track and report bounces and opt-outs; and upload the new email addresses to your DMS.

That's it. Your dealership is now ready to take advantage of communicating with your sales and service customers easily, efficiently and cost-effectively.

### Additional Features

- ✔ Pay only for the matches made
- ✔ Results can be uploaded directly to your DMS (R&R and ADP only)
- ✔ Average match rate of 20%

### Benefits from eAppend

- ✔ Many customers prefer email communications
- ✔ Eliminates need to enter email address one by one
- ✔ Reduces marketing costs
- ✔ Ensures your DMS is accurate and up-to-date

**For more information:** Call DPS at (800) 998-2910 or email [DPSSales.com](mailto:DPSSales.com)