

Marketing that pays for itself.

\$66:\$1

AVERAGE RETURN ON INVESTMENT

Average ROI across Solera marketing journeys.
Individual dealer results vary.

Your marketing dollars, working harder

Equity Marketing | Sales Radar turns your **Revenue Radar** data into personalized, automated upgrade campaigns aimed only at customers with a real financial reason to buy today. Fewer wasted impressions, more qualified opportunities, and a marketing journey engineered to return more than it costs.



POWERFUL AUDIENCE TARGETING



PROPRIETARY DATA MODELING



VEHICLE MODEL PREDICTOR



AUTOMATED INCENTIVE INTEGRATION



BOLD AND DYNAMIC CREATIVE



ACTIONABLE RESULTS REPORTING

Most dealerships still send the same generic equity mailer to their whole database. As a Revenue Radar customer, you already have something better: **real financial intelligence on every customer**. Sales Radar puts it to work, combining Revenue Radar signals with live OEM finance incentives to automatically build and deliver the four journeys below.

FOUR OPPORTUNITY JOURNEYS, BUILT AND DELIVERED AUTOMATICALLY

Smart Payment

Upgrade while maintaining or lowering the monthly payment.

Touch 1
Day 0
mail + email

Touch 2
Day 14
mail + email

Touch 3
Day 28
mail + email

Touch 4
Day 56
mail + email

Lower APR

Qualify for a lower financing rate and reduce the payment.

Touch 1
Day 0
mail + email

Touch 2
Day 14
mail + email

Touch 3
Day 28
mail + email

Touch 4
Day 56
mail + email

Equity Upgrade

Move into a newer vehicle using existing trade equity.

Touch 1
Day 0
mail + email

Touch 2
Day 14
mail + email

Touch 3
Day 28
mail + email

Touch 4
Day 56
mail + email

Loan Term End

Timed to the loan payoff date, counting down to term end.

Touch 1
T-182
mail + email

Touch 2
T-126
mail + email

Touch 3
T-84
mail + email

Touch 4
T-28
mail + email

Bi-monthly drop on the same mailing day as Sales Journey marketing. Every touch delivers as both direct mail and email. Smart Payment, Lower APR, and Equity Upgrade count forward from the first drop (Day 0, 14, 28, 56). Loan Term End counts down to the loan payoff date (182, 126, 84, and 28 days before term end).

Ask your account manager for a demo

Dealers thrive here.™

What the Smart Payment journey looks like.

Every touch is personalized with the customer's name, current vehicle, a recommended replacement, current OEM incentives, the financial opportunity, and your dealership branding. Below is a sample of the direct mail. The email touch pairs beside it.

DIRECT MAIL – OUTSIDE

YOUR DEALERSHIP

Same budget. Better car. Here's the math, <FName>.

Don't miss out on these deals. Contact us for a test drive today.

SALES HOURS
Mon–Fri 9:00–5:00
Sat 9:00–5:00

<Dealer Name>
<Address>
<Phone> · <website>

DIRECT MAIL – INSIDE

It sounds backwards. But for you, it's very possible.

Hi <FName>, based on your current <Year> <Make> <Model> and today's market, you may be able to trade in and **lower your monthly payment**. Let us show you the exact numbers.

<Vehicle> <\$XXX>
per month · estimate, see dealer for details

YOUR DEALERSHIP <phone> · <www.dealerwebsite.com>

Sample creative. Recreated for illustration; dealer branding, vehicle, and offer are dynamically personalized.

FREQUENTLY ASKED QUESTIONS

Do dealers need Revenue Radar?

Yes. Sales Radar is available to dealerships enrolled in both Revenue Radar and AutoPoint Sales Journey.

Where do the incentives come from?

Current OEM finance incentive feeds.

Is it automated?

Yes. From opportunity identification through personalized marketing execution.

EMAIL TOUCH – PAIRED WITH THE MAILER

Drive more. Pay less. Here's how.

Hi James, here's something that surprises many drivers: based on your 2023 Hyundai Elantra and current market conditions, your vehicle may have more trade-in value than you expect. That value, combined with today's financing options, could put you in a great position to upgrade. At HomeTown Dealer, we'd be happy to show you the numbers—no pressure, just helpful insight.

Stop by for a test drive.
Call to schedule an appointment or come by today!

2026 Hyundai Elantra SPORT
\$700 per month
See Dealer for Details

2026 Hyundai Elantra SPORT
\$794 per month
See Dealer for Details

At HomeTown Dealer we can take care of all your automotive needs. From service to sales, we are committed to being your one-stop automotive dealer.

Dealer LOGO See Our Inventory Map & Directions

HomeTown Dealer
2441 Barbara Ave.
Daytona Beach, FL 32114
(777) 777-0000
HomeTown (202)

Store Hours:
Monday – Friday 9:00 AM – 5:00 PM
Saturday 9:00 AM – 4:00 PM
Sunday 11:00 AM – 3:00 PM

This email was sent to:
James.gilbert@homedrive.com

Not interested? [Click here to unsubscribe](#)

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The same Smart Payment opportunity is delivered as a personalized email, reinforcing the mail piece across the four-touch journey.

Does the dealer create customer lists?

No. Qualified customers are automatically identified.

Can customers receive multiple opportunity types?

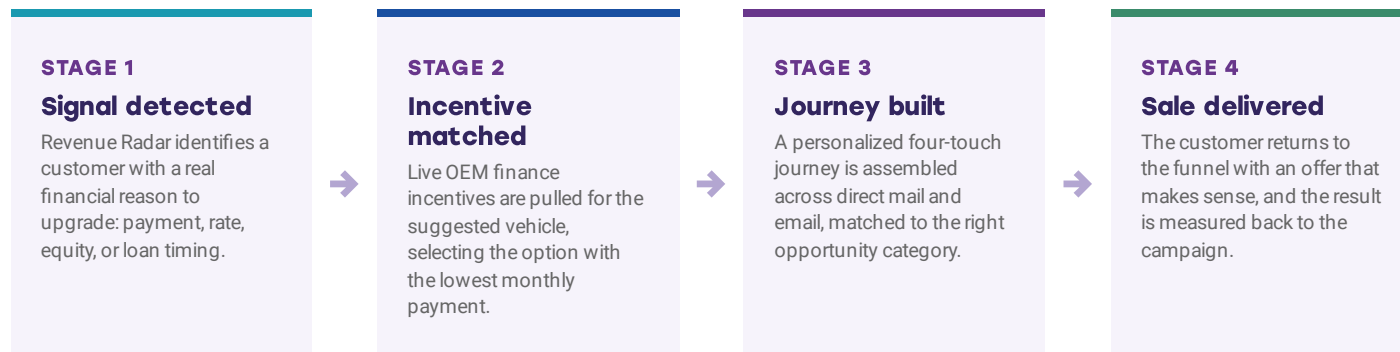
Yes. Intelligent prioritization ensures the highest-value opportunity is presented while avoiding communication overload.

Every Revenue Radar customer already has the financial intelligence. Sales Radar turns it into finished, personalized marketing that reaches the customer with a real reason to buy.

Intelligence in, finished marketing out.

Sales Radar runs on the Solera Cloud OS. It reads Revenue Radar signals and live OEM incentives off the same customer record your team already uses, then builds and delivers the campaign automatically. No lists to pull, no creative to brief.

FROM SIGNAL TO SALE IN FOUR AUTOMATED STAGES



BUILT-IN INTELLIGENCE KEEPS EVERY TOUCH RELEVANT

Automatic prioritization

When a customer qualifies for more than one opportunity, the highest-value offer is chosen in order: Smart Payment, Lower APR, Equity Upgrade, then Loan Term End.

Overload protection

After a category completes, Revenue Radar communications are suppressed for 60 days before the next category can begin, so customers are never overwhelmed.

Clean, compliant targeting

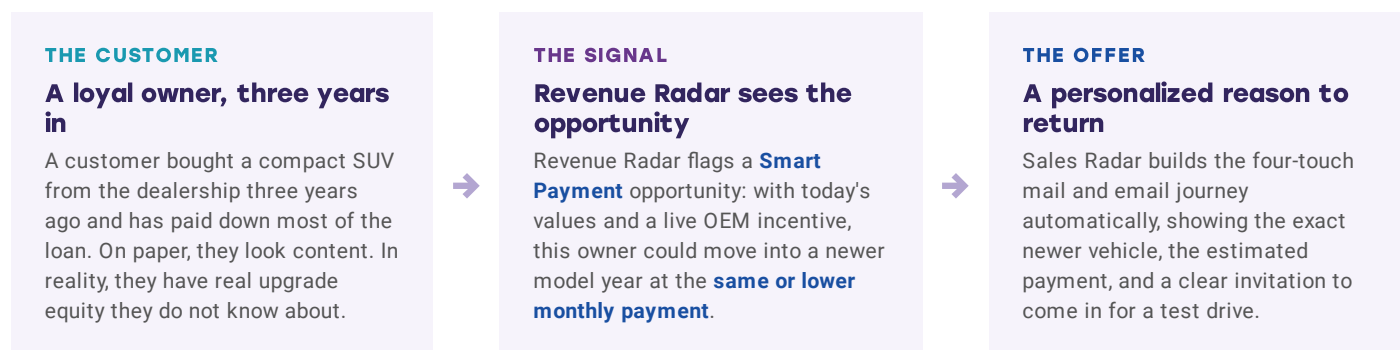
Customers who recently purchased, no longer own the vehicle, are businesses, or are on do-not-contact are automatically held back.

Marketing that works while your team sells.

- ✓ Only customers with a real reason to buy are contacted
- ✓ Personalized to name, vehicle, and opportunity

- ✓ Live OEM incentives keep every offer accurate
- ✓ Built, delivered, and measured automatically

SEE IT IN ACTION



One signal, one automated journey, four ways to win

Smart Payment

Newer vehicle, same or lower monthly payment.

Lower APR

Qualify for a lower rate and reduce the payment.

Equity Upgrade

Trade up using existing vehicle equity.

Loan Term End

Replace before the contract ends with timely offers.

Ask your account manager for a demo

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