

# smartFOLLOW®

With ResponseLogix® SmartFollow® you keep customers engaged during the car buying process with transactional email follow-up and Hyper-Retargeting ads for prominent top of mind presence.

Undecided car buyers will receive follow-up interactive emails asking the customer where she is in the buying cycle. SmartFollow will reengage your customer into your sales process. These undecided buyers also receive emails announcing sales or incentive programs to motivate them to buy.

In addition, there is Hyper-Retargeting. Once a car shopper has received a full price quote, she will see vehicle-specific ads promoting your dealer and encouraging a scheduled test drive.

SmartFollow can be pre-scheduled to initiate after a set number of days if the lead hasn't converted to a sale. Or ResponseLogix can track the phone and email communications between your sales department and the prospect, and initiate SmartFollow once communication has stopped for more than 72 hours. SmartFollow gives you more power to re-activate your customers.

"We love SmartFollow Reactivations! These are great! They are customers sticking their hands back in the air saying "We're still interested!" They let you know exactly where they are in the purchase process so you can adjust your follow-ups accordingly."

Mike Ciarlone  
Brian Hoskins Ford



Schedule a test drive

GO

Get your 2011 Volkswagen Jetta from your #1 neighborhood dealer

DREW VOLKSWAGEN

Powered by responselogix

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Schedule a test drive

GO

Hyper-retargeting ads for prominent top of mind presence

DREW VOLKSWAGEN

816 New London Turnpike  
Glastonbury, CT 06033  
Phone: (860) 633-6261

Ron,

Back in June, you sent us a request for information on a Volkswagen Jetta.

Are you still interested in purchasing a Volkswagen Jetta?

[YES, I'm Still Interested](#)

[No, but considering other vehicles](#)

[No Thanks, I've already purchased a vehicle](#)

**DON'T MISS OUT!**  
Get a great deal by taking advantage of the incentives available from Drew Volkswagen.

[View Available Incentives](#)

Schedule A Test Drive  
[Yes, I'm interested in scheduling a test drive.](#)

To speak with me about a new Volkswagen, call **704-246-5303 ext. 12210**

Sincerely,  
Kevin Johnson

You are receiving this message and may continue receiving periodic communications because you requested information regarding a vehicle. We have posted our [privacy policy](#) for your review. If you are no longer interested in receiving our mailings, please [unsubscribe](#). Should you wish to opt out through postal mail, please write to us at:

Drew Volkswagen  
816 New London Turnpike  
Glastonbury, CT 06033  
650-633-6261

responselogix

Transactional email follow-up to reactivate customer

For more information contact us at  
[www.responselogix.com](http://www.responselogix.com)

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