



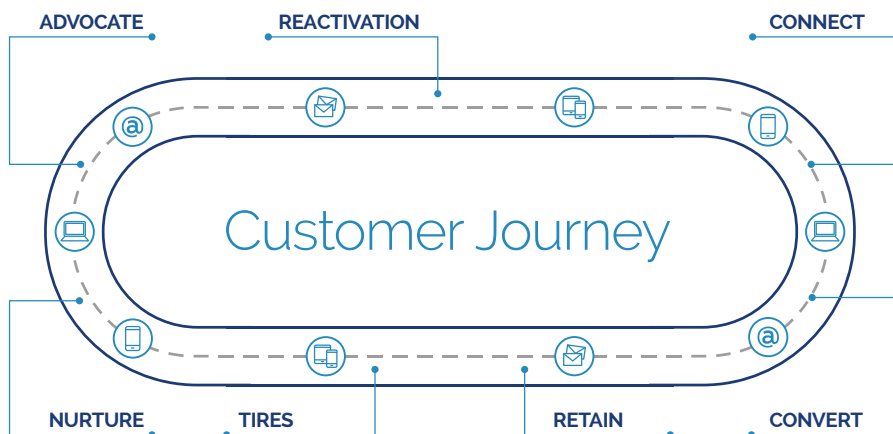
## DRIVE INCREMENTAL SERVICE REVENUE WITH AUTOMATED CUSTOMER RETENTION MARKETING

### Why Customer Retention Marketing?

Customer Retention Marketing allows Pronto members to deploy automated, timely and effective marketing campaigns that drive measurable increases in:

- Repeat Customer Visits
- Customer Spend
- Long-Term Customer Loyalty
- Lifetime Customer Value

Aftermarket shops that use Journey Aftermarket have increased their customer retention rates by 70% or more, versus shops that do not engage in targeted, customer retention marketing.



### Pronto Retention Marketing Program

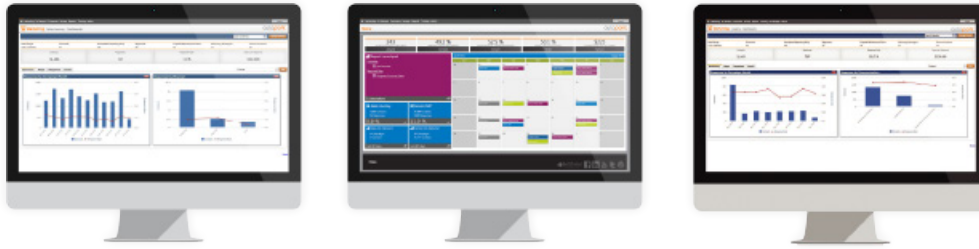


Starting at: **\$110** Per Month/Store

- Unlimited Emails
- 6 X 9 Glossy Postcards
- CSI Satisfaction Survey to Promote Positive Reviews
- Monthly Email Appending & Validation to Help Build Your Email Collections
- Advanced Data Hygiene Ensures No Wasted \$\$\$ on Bad Addresses

# Campaign Reporting and Measurement

In addition to the marketing campaign platform, Journey Aftermarket customers also have access to a comprehensive marketing dashboards to monitor and measure their campaign performance and spend. Campaign response rates can be tracked by individual communication, audience, date range, offer, message and much, much more..



For Pronto members with multiple locations, reports can be run by individual stores or rolled up to a single report across all members in the network. And reports are updated daily, so the results you are looking at in your dashboard are always current.

## Getting Started

Setting up Journey Aftermarket is **Quick** and **Easy**. In a matter of 3 easy steps, most Pronto members will have a quality and professional marketing campaign launched right away.

**Step 1:**  
Complete Enrollment

**Step 2:**  
Access Data

**Step 3:**  
Launch Program

With Journey Aftermarket, Pronto members will be able to launch automatically scheduled marketing communications right when their customers are due for service.

## Journey Aftermarket Pricing:

PROGRAM OPTIONS	COST PER STORE
Monthly Fee Per Store	\$110/month
Customer Satisfaction Survey	Included
Unlimited Emails	Included
Monthly Email Appending and Validation	Included
Email Nurturing	Included
One Time Set-Up Fee	\$250 (\$100 per additional store)
PROGRAM ADD ONS	COST PER STORE
Journey 6 x 9 Post Glossy Postcards	\$0.54
Upgrade to Premium Program*	\$10/month

\*Premium program allows you to provide your own images and headers

## New Customer Acquisition Direct Mail Pricing:

DIRECT MAIL PROGRAM	COST PER PIECE
6.5 X 11 Saturation Direct Mail Program	\$0.45