



## MARKETING SUITE

Achieve more powerful, accurate and effective Marketing by hitting the right customer, with the right offer, every time!

The outstanding Contact Advantage Marketing Module – an efficient marketing tool designed to enhance targeting and significantly increase your return on investment.

- Take full control of your marketing activity with our easy to use, one stop marketing module.
- All marketing is logged and tagged against individual customers - allowing tracking, monitoring and feedback for all activity.
- Track the true effectiveness of your marketing activity using our unique 'Return On Investment' functionality.
- Create quick, easy to build and professional HTML emails.
- React swiftly using coordinated and targeted SMS text campaigns.
- Create and monitor internal campaigns using the CA task generator to direct and maximise all sales people's activity.
- Set up impactful contact plans - such as 'Thanks for Buying', 'Thanks for Visiting' etc
- Save on marketing agency fees.

### What our customers have said:

“With CA:Automotive we have been able to manage our dealerships with greater control than ever before.”

Russell Smith  
Phoenix Honda

“Our decision has been proven to be correct on all levels as CA:A helps us drive a consistent W J King Group sales process and provides unrivalled group management information.”

Jeff Conway  
WJ King Group



contact  
advantage

Experience the **Contact Advantage** effect.

T:0845 226 2650 [www.contact-advantage.com](http://www.contact-advantage.com)