

MOTOR.SEND

The Inquirer Solutions Group now offers **MotorSend**, the leading digital and data provider for the automotive industry. We hand you the keys to the industry's most progressive collection of automotive data, and invite you to explore the limits!

Through pristine engineering, we developed the **MotorSend** algorithm to serve your ads to in-market buyers searching for vehicles within the past 7-days. Our extensive database consists of the highest octane in-market shopper intelligence; allowing you to overtake your competition en-route to untapped prospects and leads.



ALL INCLUSIVE

CAMPAIGN ANALYTICS

OPENS • CLICKS • IMPRESSIONS
CLICK-THROUGH % • OPEN %
NUMBER OF HOT LEADS CAPTURED

HOT LEADS TO INCLUDE RECIPIENTS'

FIRST NAME • LAST NAME
EMAIL ADDRESS

WARM LEAD LIST TO INCLUDE RECIPIENTS'

FIRST NAME • LAST NAME
EMAIL ADDRESS
FULL POSTAL (ADDITIONAL FEE)

CROSS SALES MATCH BACK 16 MONTHLY ARTICLES



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DELUXE PACKAGE

- Using the **MotorSend** algorithm, this package serves your ads to in-market buyers searching for vehicles within the **past 7-days**.
- Using a guerilla marketing technique, your ad is served to this active audience across the likes of **autotrader.com**, **autoworldnews.com**, **motorauthority.com**, Facebook and Twitter.
- Through IP-data matching, the **MotorSend** Deluxe program simultaneously gets your ad directly into this active audience's email inbox
- At the end of the program, the **MotorSend** Deluxe package provides you with warm and hot leads and if provided by the dealer, we will do a cross match back of **all converted sales** from our program.