



# Smarter Data. Stronger Connections.

Power every customer interaction with accurate, unified data that delivers precision, personalization, and measurable results.



**GM Canada CSSR Choice**  
Certified & Co-op Eligible



Harness the power of PureCars' Customer Data Platform (CDP) to transform your dealership's data into a competitive advantage. While digital advertising connects you to audiences across search, social, and video, our CDP fuels those campaigns with clean, unified, and actionable customer data.

Our platform helps you identify, segment, and engage every shopper—whether they're due for service, in-market for a new vehicle, or ready to return—driving stronger retention, smarter targeting, and higher ROI across all marketing channels.



## Industry-Leading Customer Data Platform

Clean, enrich, and capitalize on your website and dealership customer data.

**Identify**



## Premier Market Data & Reporting

Uncover opportunities with exclusive insights on inventory, ad performance, and your competition.

**Discover**



## Powerful Digital & Direct Advertising

Attract quality traffic to your site and showroom with the best in automotive advertising.

**Activate**



[purecars.com/gm](https://purecars.com/gm)

[gmccsr@purecars.com](mailto:gmccsr@purecars.com)

877.860.7873



# PureCars Customer Data Platform

The CDP designed exclusively for dealers, gives you:

## AutoMiner CDP

### Customer Data Platform Includes:

- > First-Party Data Consolidation
- > Data Cleansing & Enrichment
- > Marketing Strategist Support
- > On Demand Email & SMS Campaigns
- > Custom Video Email Campaigns
- > BDC Call Lists
- > Campaign ROI Reporting
- > Convenient, all-in pricing model

**\$2,999/MO**

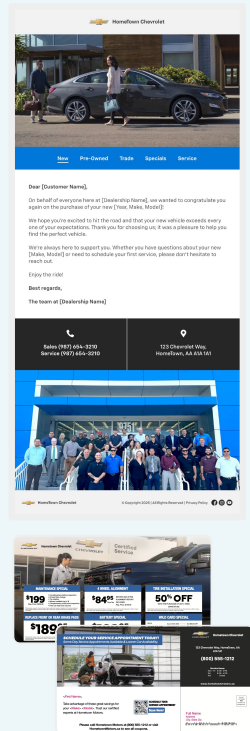
## Additional: Direct Mail

### For campaigns where Direct Mail is selected or required:

- > Postcard or Letter (varies by campaign)
- > Custom Design - Additional \$99

**\$2.32 Standard / \$4.50 Welcome Kit per piece**

	Acquisition	Engagement	Retention	Winback
Core	<ul style="list-style-type: none"> <li>&gt; Welcome</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Anniversary</li> <li>&gt; After Service Thank You</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Service Reminders</li> <li>&gt; Service Winback</li> <li>&gt; Service Appointment Reminder</li> <li>&gt; Dexcool Reminder Campaign</li> </ul>	<ul style="list-style-type: none"> <li>&gt; End of Warranty</li> <li>&gt; Lease End</li> <li>&gt; Brand Qualification Emails</li> </ul>
Optional	<ul style="list-style-type: none"> <li>&gt; Custom Campaigns</li> <li>&gt; Ownership Education/Value Communications</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Custom Campaigns</li> <li>&gt; Anniversary</li> <li>&gt; After Service Thank You</li> <li>&gt; Complimentary LOF Program Reminders</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Custom Campaigns</li> <li>&gt; Service Winback</li> <li>&gt; Dexcool Campaign</li> <li>&gt; Declined Services</li> <li>&gt; Service to Sales</li> <li>&gt; Missed Service Appointment Reschedule</li> <li>&gt; High Mileage Tiered Offers</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Custom Campaigns</li> <li>&gt; End of Warranty</li> <li>&gt; Core Lease End</li> <li>&gt; Brand Qualification</li> <li>&gt; Online Shopper</li> <li>&gt; Aged Inventory</li> <li>&gt; End of Warranty &amp; End of NC LOF Winback Offer</li> </ul>



"The team at PureCars are a pleasure to work with. With their professionalism, creativity, and flexibility, I can rely on excellent marketing results every time."

"PureCars has given us the tools and knowledge to stay ahead in a competitive market, making them an invaluable asset to our business."

"Running our first campaign with PureCars exceeded our expectations—customer response was overwhelming. The phones rang non-stop and our service drive has been constantly packed."



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