

Omnichannel campaigns for car dealers

In-market audiences combined with buyback, service and credit campaigns, supported by mail, email, SMS, social and Informed Delivery for true omnichannel outreach. It's why we're the best.

ABC Dealership

1234 Main Street, Any Town, ST 12345

October 12, 2026

[[FIRST_NAME]]
[[LAST_NAME]]
[[ADDRESS_LINE_1]]
[[CITY]], [[ST]] [[ZIP]]

PRIVATE VEHICLE BUYBACK OFFER

{{first_name}}, we want to buy your {{auto_year}} {{auto_model}} {{auto_make}}!

YOUR ESTIMATED TRADE VALUE*
{{auto_trade_in_value}}

Dear {{first_name}},

It's just right in the price, we want to buy your {{auto_year}} {{auto_model}} {{auto_make}}. Based on current market data, it's worth an estimated {{auto_trade_in_value}}.

Why now? Our pre-owned inventory is low and vehicles like yours are in demand. We'd rather buy from drivers in our community than bid at auction, so we're coming to you first.

There's nothing to buy and no obligation. Pick one of your three options, then scan your certificate, call, or bring this letter in.

Sincerely,
Daniel Ortiz
Sales Center, Vice General Director

P.S. Your {{auto_model}} is worth an estimated {{auto_trade_in_value}} today, but this offer expires October 31, 2026. Scan your certificate or call us before then.

YOUR 3 NO-LOSE OPTIONS

- Trade up**
Pay your trade-in value toward a newer vehicle – it applies to ALL Pre-Qualified Buy Programs.
- Sell it outright**
Get ready to pay \$1,500 more per vehicle and keep your vehicle, even if you don't buy from us.
- Keep it – free appraisal**
Get a free, no-obligation appraisal on your vehicle to worth today.

VEHICLE PURCHASE CERTIFICATE

Prepared for: {{first_name}} [[last_name]]
{{auto_year}} {{auto_make}} {{auto_model}} {{auto_trim}}

Estimated Trade Value*
{{auto_trade_in_value}}

Offer valid through October 31, 2026
THIS IS NOT A CASH OFFER. NO CASH VALUE.

QR CODE
SCAN TO START YOUR APPRAISAL

OR CALL
(555) 555-0123

YOUR PRE-QUALIFIED* AUTO LOAN AMOUNT
\$7,500 to {{auto_pre_approval_amt}}

[[FIRST_NAME]] [[LAST_NAME]]
[[ADDRESS_LINE_1]]
[[CITY]], [[ST]] [[ZIP]]

NOTICE OF PRE-QUALIFIED* AUTO LOAN

Dear {{first_name}},

You have been Pre-Qualified* for an auto loan between \$7,500 and {{auto_pre_approval_amt}}. Based on your current estimated credit standing, you have been Pre-Qualified* with ACS Financial. This Pre-Qualified* offer of credit is conditional upon your timely response and your continued Pre-Qualified* according to the criteria on which the offer was based. See back for details.

For your protection, your Pre-Qualified* cannot be used until activated. Your Pre-Qualified* allows you to choose a top-quality car, truck, or SUV from one of the nation's largest dealership inventories.

Activate your Pre-Qualified* status with ACS Financial today by following 4 easy steps!

- CALL TOLL FREE AND ENTER PIN**
[[EXTERNAL_ID]]
(888) 555-0142
- TEXT PIN (EXTERNAL_ID) TO**
(888) 555-0142
- ACTIVATE ONLINE AT**
www.QualifyAuto.com
Call, text or log on 24 hours a day, 7 days a week.
- YOUR PIN (EXTERNAL_ID) TO**
(888) 555-0142

ACS FINANCIAL PRIVILEGES

- ✓ Competitive Interest Rates*
- ✓ Pre-Qualified* for up to {{auto_pre_approval_amt}} financing
- ✓ No Hidden Financing*

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll-free 1-888-SOPT-OUT. See PRESCREEN & OPT-OUT NOTICE on other side for more information about prescreened offers.

*Offer Terms and Conditions on the back. Final approval is subject to credit requirements described below.

Check out the message I got from my GM.

{{first_name}}, it's about your {{auto_model}}!

9:41
Rick Thompson
General Manager
Text Message - Today 9:12 AM

I've got 3 buyers asking for a {{auto_year}} {{auto_make}} {{auto_model}}. Know anyone who owns one?

Here's the exact one they want:

Actually, yes! My customer ({{first_name}}) has one with about {{auto_mileage}} miles.

Perfect. Reach out today and offer top dollar.

{{first_name}}, my GM asked me to reach out to you first. Flip this over for your top-dollar offer!

- Jake

Get \$1,500 above market trade value*. Call, or scan the code on the back:

(555) 555-0123

Offer ends 11/30/2026

*Details on back. Dramatication: vehicle owners verify.

DEALER LOGO

Your Dealership Name
123 Main St, Anytown, ST 12345
yourdealer.com

BRAND LOGO

OUR STRATEGY

The Marketing Rule of 7

We identify in-market prospects from our award-winning year, make and model and credit file, and use a full-court omnichannel strategy to turn them into buyers.

WHAT IT MEANS

The chances of success increase exponentially when a prospect is touched 7 or more times. One postcard is one touch. Mail, email, MMS, Informed Delivery and Meta, coordinated around one offer, deliver 7+ touches to every household.



1 mail piece + 1 Informed Delivery preview + 6 emails = **8 scheduled touches**, plus MMS and Meta impressions throughout.

7+ touches

It's why we have a 90% success rate over the last 20 years.

Per DirectMail.io, Oct 2026. Touch schedule per DirectMail.io campaign plan (day -5 to day 28).

Top 5 reasons dealers choose Marketing Box

01 PERFORMANCE

Seven touches. One offer. Zero gaps.

An omnichannel platform built on the marketing Rule of 7. Mail, email, MMS, Meta and Informed Delivery give each household 7+ coordinated touches over 34 days.

7+ **34**
TOUCHES PER HOUSEHOLD DAYS

1 · Mail 2 · Email 3 · MMS
4 · Informed Delivery 5 · Meta

02 PRICING

Printer-direct pricing. No markup.

Pricing direct from the printer, with no broker or agency markup. More of your budget goes into the mailbox.

03 EXPERIENCE

30,000+ campaigns behind every drop.

30,000+ auto campaigns run, with a 90% success rate. We already know what moves metal.

04 DATA

We know who's shopping before they show up.

The top in-market conquest and credit file. We know who's in the market to buy.

05 PROVEN AND TESTED

No middleman. Straight to the source.

Marketing Box is the agency division of DirectMail.io, so it's proven and tested with no middleman.

Per DirectMail.io, Oct 2026.

The right households for every campaign.

Sales, Service, Lease and Subprime audience segments, built from your DMS and our data.

In-market shoppers

We identify in-market prospects from our award-winning year, make and model and credit file.

Plus anonymous website visitors resolved into mailable households by the identity resolution pixel.

Equity and buyback owners

Equity mining turns your DMS into trade-in opportunities.

Upgrade candidates from your Sold & Serviced customers, matched to our Buyback creative.

Service win-back

Service customers segmented by time since their last visit.

Brought back with our Service creative.

Credit and lease

Subprime and lease-ending audiences.

Reached with our Credit pre-approval and lease-return creative.

Conquest

Our top in-market conquest and credit file.

Reach shoppers who aren't your customers yet.

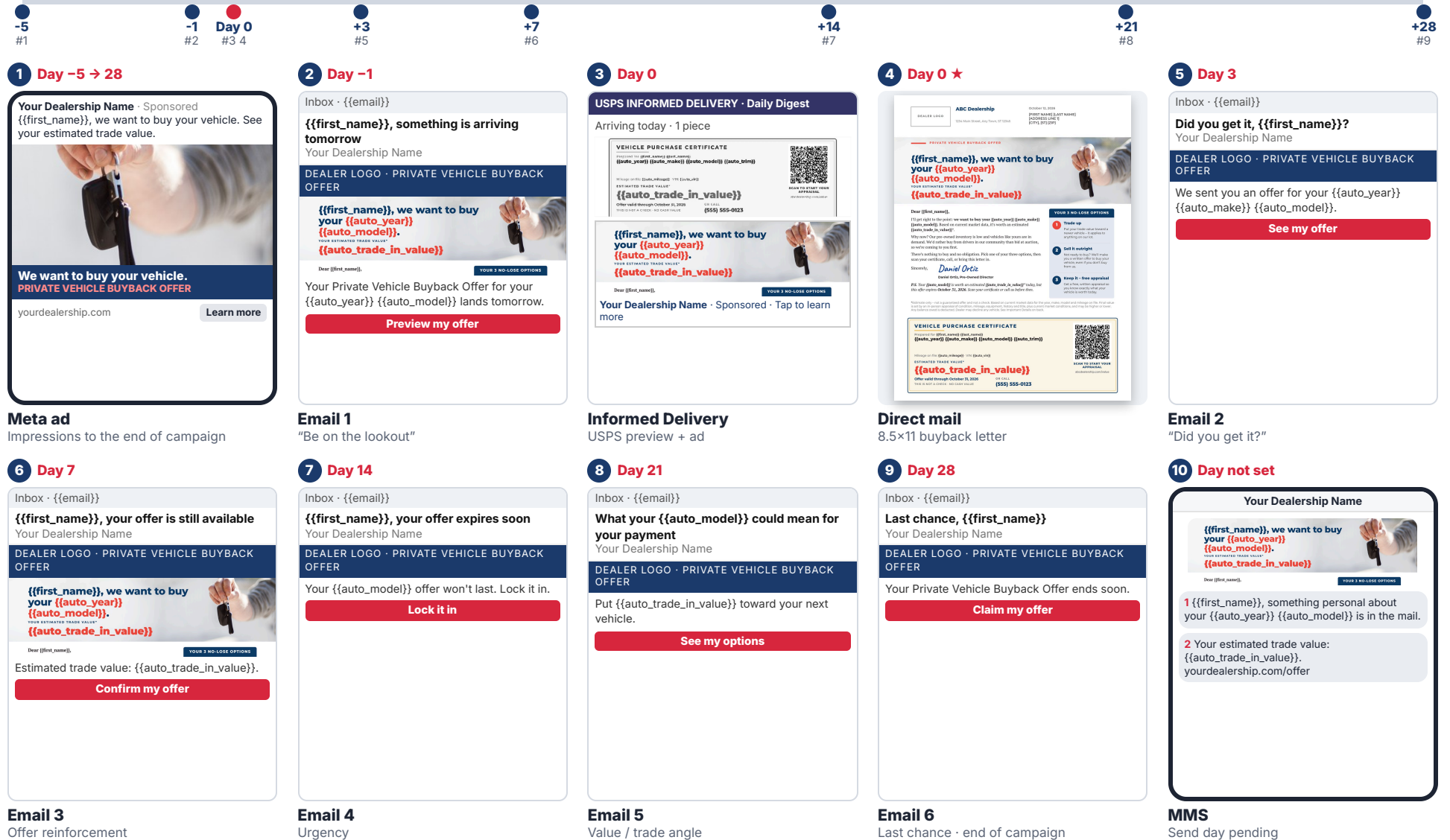
Sources: Per DirectMail.io, Oct 2026; marketingbox.com (saved Oct 16, 2026).

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Private Vehicle Buyback: five channels, one offer, day -5 to day 28.



All mockups are built from the Private Vehicle Buyback Letter template. Merge fields come from the variable list. Dealer name and URL are editable sample text. Schedule per DirectMail.io, Oct 2026. MMS send day not yet set.

Your customer data is protected like it matters.

SECURITY ATTESTATION

SOC 2 Type II

Audited & verified

"Independently verified security controls, not a checkbox."

Why it matters

When you hand over your DMS file, you're handing over your customers' personal information. Under the FTC Safeguards Rule, dealers are accountable for every vendor that touches it.

Most mail houses and marketing vendors can't tell you how your data is stored, who can access it, or what happens to it after the campaign. **We can.**

Built-in compliance

Encrypted transfer · US-only data · sensitive-category exclusions · CCPA, TCPA, CAN-SPAM and DPPA compliance · DMA opt-out compliance.

10-step data hygiene, on every list

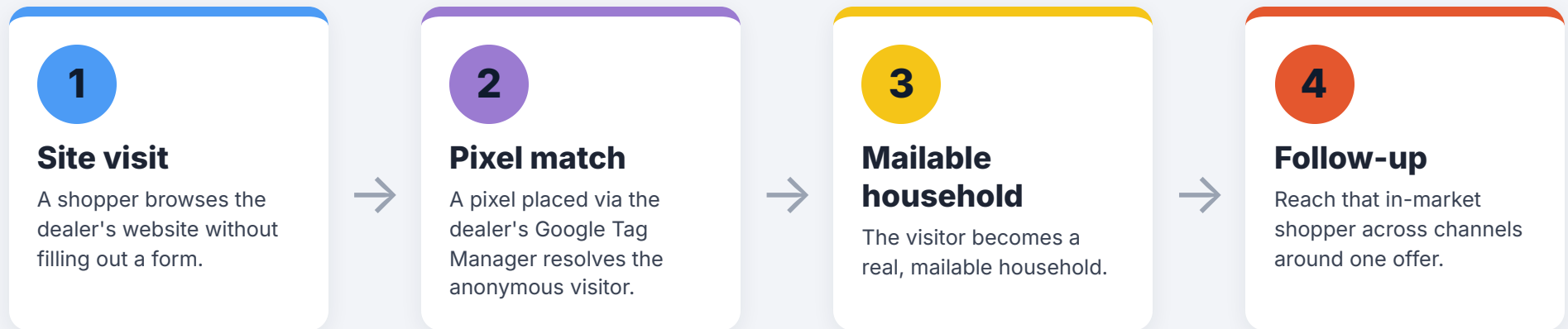
Bad records are suppressed before mail spend. Every list is audited before print authorization, and you approve every list before anything ships.

- 01 DMS Extraction & Deduplication
- 02 NCOA: National Change of Address
- 03 CASS Address Standardization
- 04 Deceased Suppression
- 05 YMM Cross-Validation
- 06 Vehicle Ownership Verification
- 07 Email Validation & Append
- 08 Address & Data Enrichment
- 09 Driveway Update
- 10 Customer Suppression & Final Audit

Sources: marketingbox.com and marketingbox.com/llms.txt (saved Oct 16, 2026).

Turn anonymous website visitors into mailable households.

"A pixel placed via the dealer's Google Tag Manager resolves anonymous website visitors into real, mailable households, so dealers can follow up with in-market shoppers who never filled out a form."



FOLLOW UP WITH

Mail

Email

MMS

Informed Delivery

Meta

Why it matters

First-party, mailable identity gives you a way to reach in-market shoppers who never raised their hand, using your own website traffic.

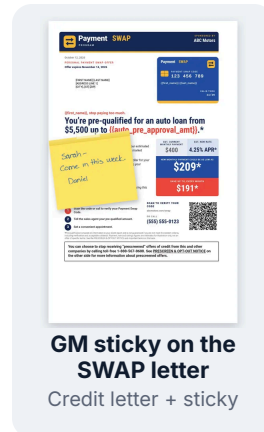
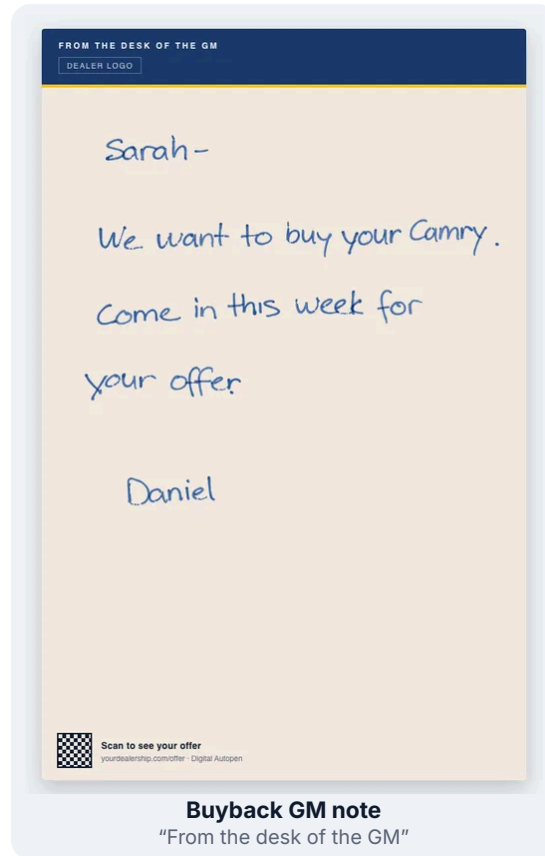
Source: marketingbox.com (saved Oct 16, 2026).

The World's First AI-Powered Digital Autopen

Looks like the GM sat down and wrote it.

The Digital Autopen writes every letter stroke by stroke, with each owner's name and vehicle on the page. Not a font. Not a robot arm. It prints with the rest of the campaign.

THE HANDWRITING SURFACE



WHAT IT IS

THE WORLD'S FIRST AI-POWERED DIGITAL AUTOPEN

Written fresh. Every piece. Every owner.

A model of a real hand, writing stroke by stroke. Same sentence, same hand, never the same twice. A page, or a million, on the press you already run.

Each letter is its own writing

Every piece is drawn one stroke at a time. The pen slows and presses, and the line moves down the page the way a person's does.

Your list, on the page

Merge fields go right into the ink: `{{first_name}}`, `{{auto_year}}`, `{{auto_make}}`, `{{auto_model}}`. Same variable list as every other template in this library.

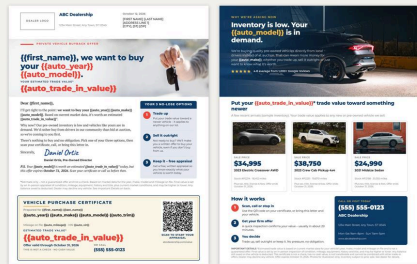
Same drop as the rest of the campaign

Mail, email, MMS, Meta and Informed Delivery still wrap the piece. QR, tracking and the matching landing page stay on.

Per DirectMail.io, Oct 2026. Sample ink written for one owner; dealer name, phone and offer are placeholders you edit before mailing.

Buyback library: 8 ready-made templates

Trade-in, buyback and conquest pieces built around each owner's own vehicle.



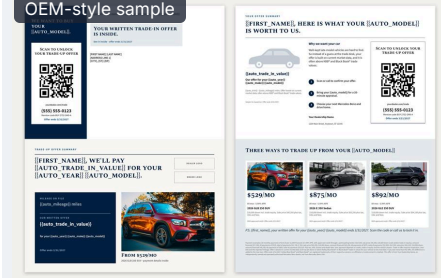
We Want to Buy Your Car
8.5x11



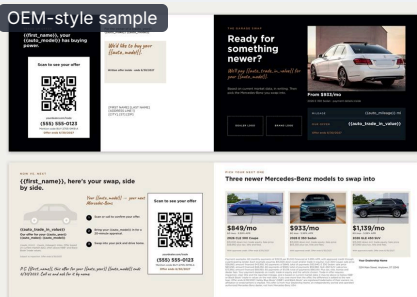
'Check Out the Message I Got From My GM'
(Phone Hero
6x11



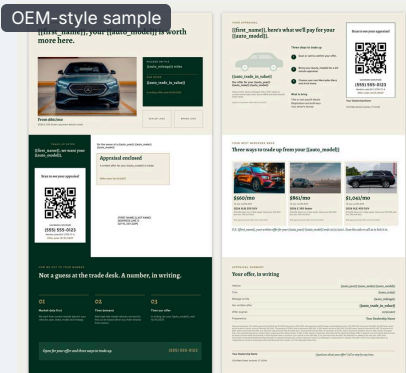
'Check Out the Message I Got From My GM'
(Phone + Pi
6x11



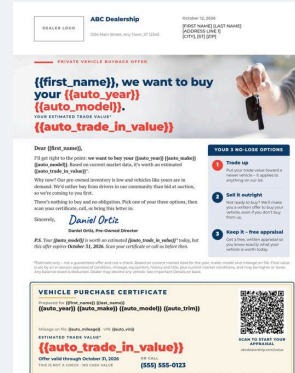
Offer Summary (9x12 Bifold)
9x12



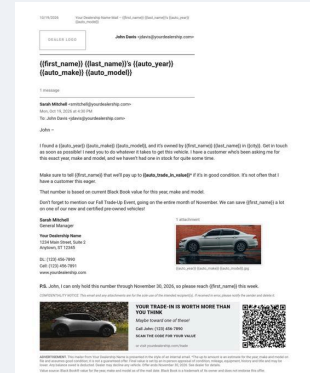
Garage Swap (18x6 Bifold)
18x6



Private Appraisal (9x17.75 Trifold)
9x17.75



Private Vehicle Buyback Offer
8.5x11



Conquest: GM Email Letter
8.5x11

BUYBACK CAMPAIGN

Private Vehicle Buyback Letter

Leads with the owner's own vehicle and value, then lays out three no-lose options. The certificate and QR send people to the matching page.

1 · MAIL PIECE (8.5 X 11 LETTER)

DEALER LOGO

ABC Dealership
1234 Main Street, Any Town, ST 12345

October 12, 2026
[FIRST NAME] [LAST NAME]
[ADDRESS LINE 1]
[CITY], [ST] [ZIP]

PRIVATE VEHICLE BUYBACK OFFER

{{first_name}}, we want to buy your {{auto_year}} {{auto_model}}.
YOUR ESTIMATED TRADE VALUE*
{{auto_trade_in_value}}



Dear {{first_name}},

I'll get right to the point: we want to buy your {{auto_year}} {{auto_make}} {{auto_model}}. Based on current market data, it's worth an estimated {{auto_trade_in_value}}*.

Why now? Our pre-owned inventory is low and vehicles like yours are in demand. We'd rather buy from drivers in our community than bid at auction, so we're coming to you first.

There's nothing to buy and no obligation. Pick one of your three options, then scan your certificate, call, or bring this letter in.

Sincerely, *Daniel Ortiz*
Daniel Ortiz, Pre-Owned Director

P.S. Your {{auto_model}} is worth an estimated {{auto_trade_in_value}}* today, but this offer expires October 31, 2026. Scan your certificate or call us before then.

*Estimate only – not a guaranteed offer and not a check. Based on current market data for the year, make, model and mileage on file. Final value is set by an in-person appraisal of condition, mileage, equipment, history and title, plus current market conditions, and may be higher or lower. Any balance owed is deducted. Dealer may decline any vehicle. See Important Details on back.

YOUR 3 NO-LOSE OPTIONS

1 Trade up
Put your trade value toward a newer vehicle – it applies to anything on our lot.

2 Sell it outright
Not ready to buy? We'll make you a written offer to buy your vehicle, even if you don't buy from us.

3 Keep it – free appraisal
Get a free, written appraisal so you know exactly what your vehicle is worth today.

VEHICLE PURCHASE CERTIFICATE

Prepared for: {{first_name}} {{last_name}}
{{auto_year}} {{auto_make}} {{auto_model}} {{auto_trim}}

Mileage on file: {{auto_mileage}} VIN: {{auto_vin}}

ESTIMATED TRADE VALUE*
{{auto_trade_in_value}}

Offer valid through October 31, 2026
THIS IS NOT A CHECK - NO CASH VALUE

OR CALL
(555) 555-0123


SCAN TO START YOUR APPRAISAL
abcdealership.com/value

2 · MATCHING LANDING PAGE (QR / PERSONAL URL)

yourdealership.com/offer?id={{external_id}}

DEALER LOGO · Your Dealership Name

{{first_name}}, we want to buy your {{auto_year}} {{auto_model}}.
Your estimated trade value: {{auto_trade_in_value}}



DEALER LOGO

ABC Dealership
1234 Main Street, Any Town, ST 12345

October 12, 2026
[FIRST NAME] [LAST NAME]
[ADDRESS LINE 1]
[CITY], [ST] [ZIP]

YOUR DETAILS

{{auto_year}} {{auto_make}} {{auto_model}}

Mileage: {{auto_mileage}}

Estimated value: {{auto_trade_in_value}}

Confirm my offer

Sample. Dealer info and offer terms are editable.

3 · MATCHING FOLLOW-UP EMAIL

Inbox · {{email}}

{{first_name}}, your {{auto_year}} {{auto_model}} offer is ready
From: Your Dealership Name · To: {{first_name}} {{last_name}}

{{first_name}}, we want to buy your {{auto_year}} {{auto_model}}.
We'd like to buy your {{auto_year}} {{auto_make}} {{auto_model}}. Your estimated trade value is {{auto_trade_in_value}}. Bring it in, keep your options open, and see your full offer before you decide.

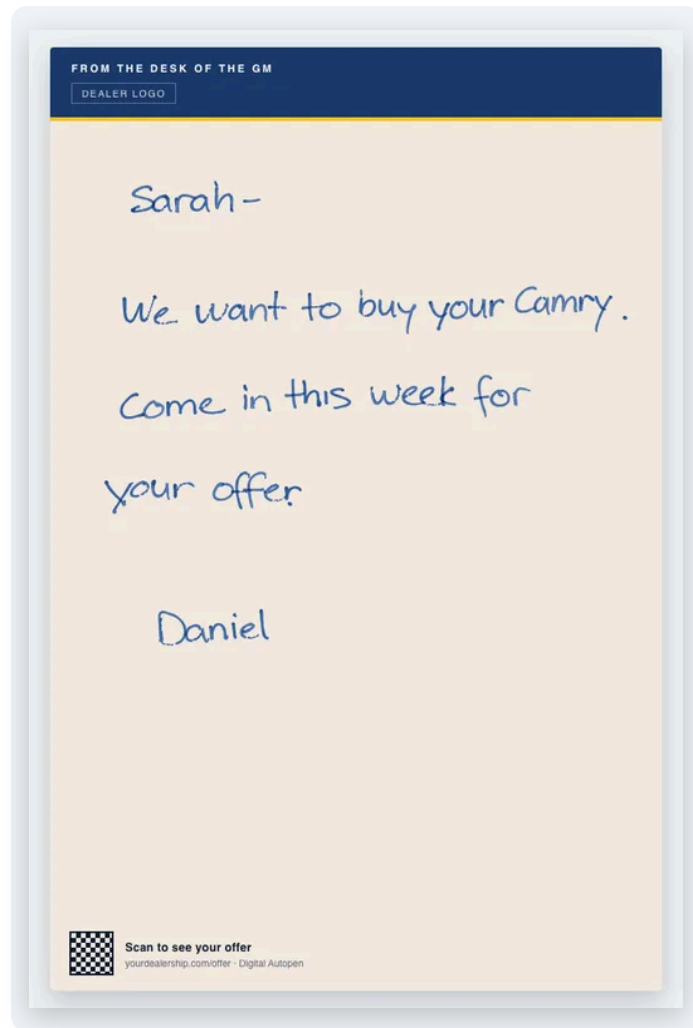
Confirm my offer

BUYBACK CAMPAIGN

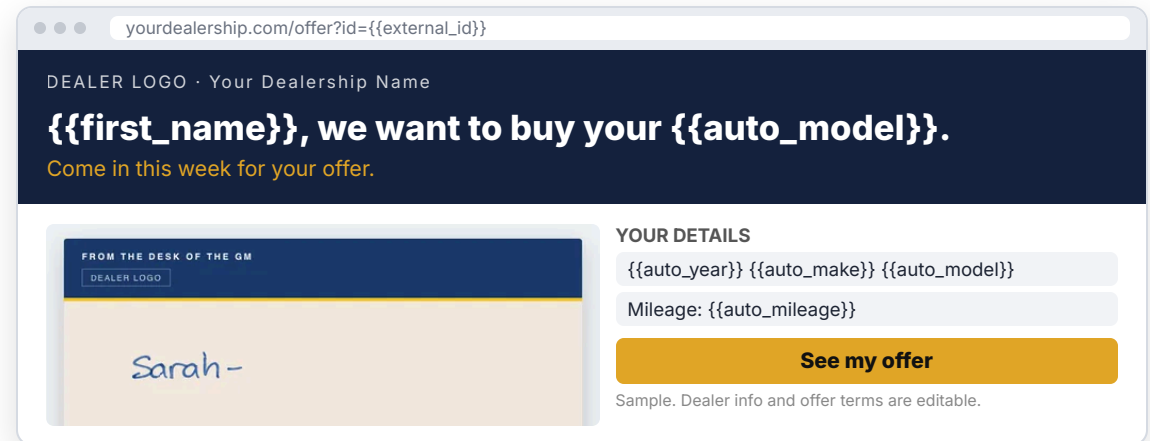
Digital Autopen GM Note

A personal note from the GM, written stroke by stroke for each owner by the Digital Autopen. The QR on the note opens the matching page.

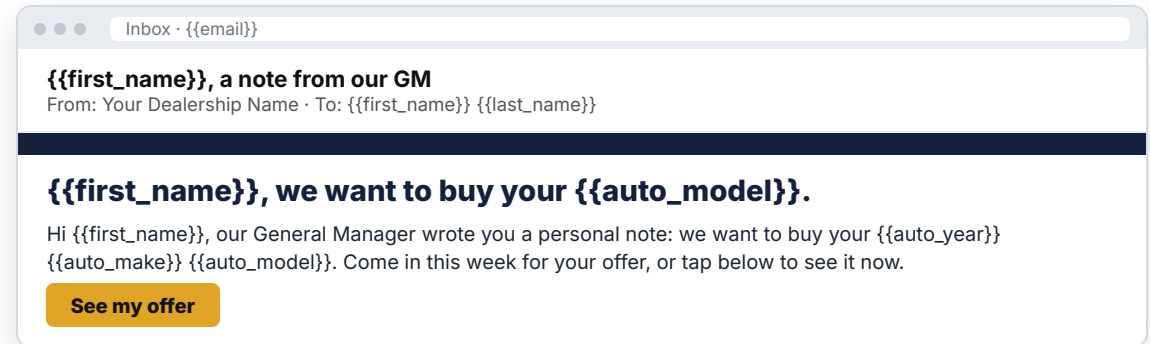
1 · MAIL PIECE ("FROM THE DESK OF THE GM" NOTE, WRITES LIVE)



2 · MATCHING LANDING PAGE (QR / PERSONAL URL)



3 · MATCHING FOLLOW-UP EMAIL



Service library: 31 ready-made templates

12 monthly service postcards plus matching self-mailers. Samples shown in an OEM brand style use placeholder photos; swap in your brand or generic photography before mailing.



SERVICE CAMPAIGN

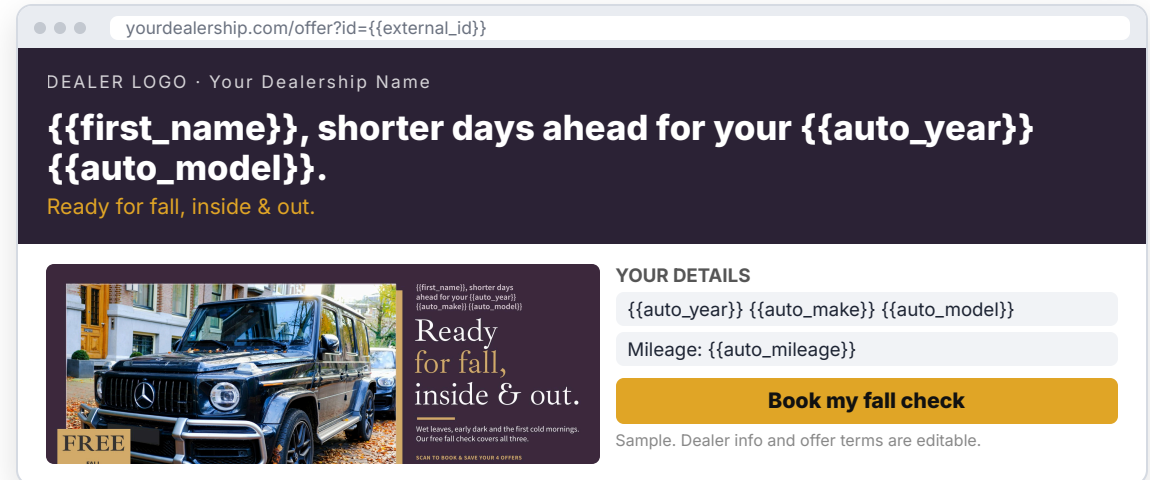
Fall Check Postcard (12-month series)

One of 12 monthly service postcards with matching self-mailers, so a dealer can keep the service lane busy all year.

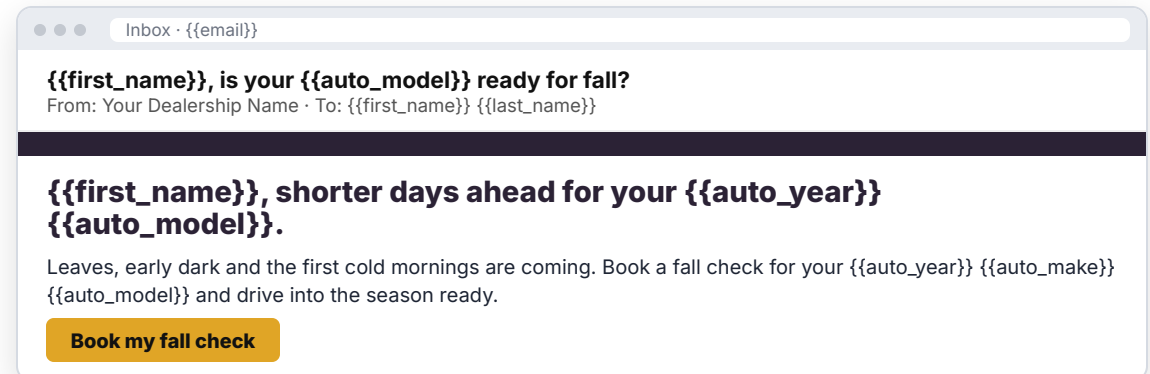
1 · MAIL PIECE (6 X 11 POSTCARD)



2 · MATCHING LANDING PAGE (QR / PERSONAL URL)



3 · MATCHING FOLLOW-UP EMAIL



SERVICE CAMPAIGN

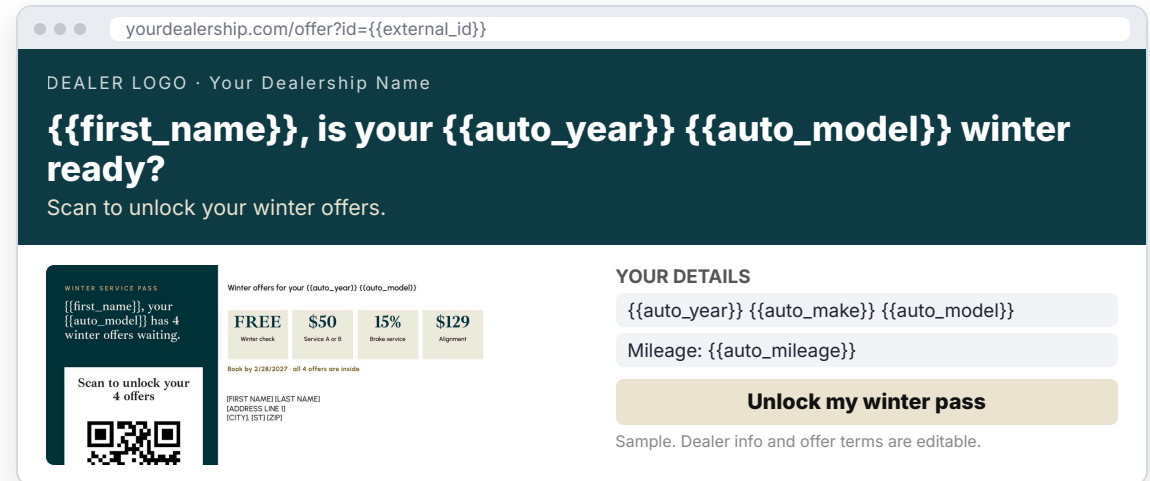
Winter Pass Self-Mailer

A coupon-style "pass" with a QR to unlock offers. Opens into a full winter checklist.

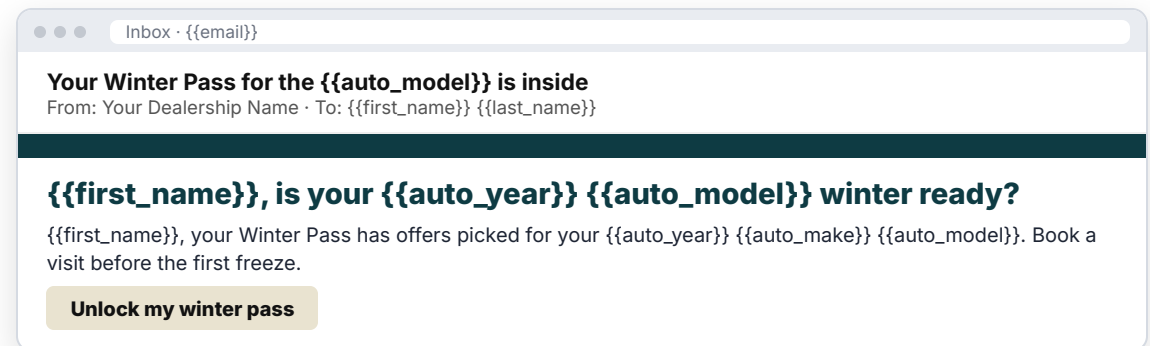
1 · MAIL PIECE (9 X 12 BIFOLD SELF-MAILER)



2 · MATCHING LANDING PAGE (QR / PERSONAL URL)



3 · MATCHING FOLLOW-UP EMAIL



Credit library: 6 ready-made templates

Pre-qualified, payment-swap, payoff and lease-termination letters. Prescreen opt-out notice included. Lender and terms are samples.

[illegible]

Loan & Lease Termination Program Letter
8.5x14

[illegible]

Pre-Approval Offer Summary Letter (Loan Payoff &
Upg
8.5x14



ABC DEALERSHIP
Acura of New York
October 1, 2008

**DRIVE BETTER.
PAY SMARTER.**

End your lease today and upgrade today!
\$8,000 - \$60,000
in-Rate Financing

2.99% APR Financing for individuals on credit tracks

Dear [First Name],

We just want to say thank you for your future today! We're here because we're committed to your future today — regardless of your current vehicle's lease status. Whether you're looking to upgrade today, or you're just looking forward!

PROGRAM BENEFITS YOU CAN ENJOY

ELIMINATE FINANCING RISK No need for financing credit approval or credit check. No need to pay interest.	TRADE & LEASE Trade in your current vehicle and lease a new one. No need to pay interest.	NO LEASE-TO-OWN PROGRAM No need to pay interest. No need to pay a down payment.	IMPROVED BUYER VALUE Trade in your current vehicle and lease a new one. No need to pay interest.
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GET STARTED IN 5 EASY STEPS

- 1. VISIT www.abcdealership.com**

- 2. SCAN YOUR QR CODE**

 to make your appointment
 and schedule your vehicle.
- 3. BRING YOUR IDENTITY**
 Visit ABC Dealership with your ID, driver's license and vehicle title.
- 4. REVIEW APPROVAL STATUS**
 Check your loan ID, interest rate and down payment.

Call us at
555-123-4567

Or visit us at
www.abcdealership.com
 Acura of New York, City
 10000 Main Street
 New York, NY 10001

ABC DEALERSHIP
Acura of New York
New York, NY 10001

For more information or
[First Name] [Last Name]

Free Thousand Five Hundred Dollars *****

This is not a check. The cash value

Guaranteed to be paid by ABC Dealership
 on or before 10/31/2008

\$5,500.00***

John Deeter
 NATIONAL MANAGER

Drive Better. Pay Smarter. Early Loan Payoff Letter
8.5x11



YOUR NEW QUALIFIED LOAN AMOUNT
\$75,000 to
(\$auto_pre_approval_amt)

(PROVIDES LATEST RATES
 AND FINANCING OPTIONS
 AT AUTO PRE-APPROVAL)

PRE-QUALIFICATION SUMMARY

NAME (last, first) (last name)

DATE RECEIVED
8/24/2018

LOAN TYPE
NEW

LOAN TERM
36

LOAN RATE
6.99%

LOAN AMOUNT
\$75,000 to
(\$auto_pre_approval_amt)

MONTHLY PAYMENT
(\$885)

(\$885 - \$5142)

NOTICE OF PRE-QUALIFIED* AUTO LOAN

Dear (first name),

We are pleased to provide you with a pre-qualification for a new vehicle between \$15,000 to (\$auto_pre_approval_amt). Based on your credit information and credit score, you are qualified for an ACS Finance Trust Pre-qualified Auto Loan. This Pre-qualified Auto Loan is a conditional approval and does not constitute an offer of credit. The Pre-qualified Auto Loan is subject to credit review and approval by ACS Finance Trust. For more information, please see the Qualification criteria used to pre-qualify you. The Pre-qualified Auto Loan allows you to purchase a new vehicle with financing from ACS Finance Trust.

Activate your Pre-qualified* status with ACS Finance
 Trust by following a simple 3 step process:

1. **VIEW YOUR PRE-QUALIFIED STATUS**
 (last name)
2. **TEST DRIVE YOUR PRE-QUALIFIED VEHICLE**
 (last name)
3. **TEST DRIVE ONLINE AT**
(\$885) - \$5142
or
(\$885) - \$5142
 Your Dealership Name

For more information, please visit www.QualifiedAutoLoan.com

ACS FINANCIAL PRELIMINARY

✓ The Pre-qualified* Auto Loan (\$auto_pre_approval_amt)
 ✓ Monthly Payment (\$885) - \$5142
 ✓ No Cashdown Financing*



By activating this credit monitoring "pre-approval" offers of credit from this and other companies by calling toll free 1-888-SPOT-AUTO or PRESSING A HOT KEY (NOTED) on other calls for more information about pre-qualified offers.

Notice of Pre-Qualified Auto Loan
8.5x11

[illegible]

Freedom Card Pre-Qualified
8.5x11



Payment SWAP

FINANCIAL
SOLUTIONS

APPROVED 10/26/24

APPROVED

offer expires November 10, 2024

(PRINT NAME AND LAST NAME)
 FIRST NAME
 LAST NAME

Payment SWAP
 CREDIT CARD
 CARD NUMBER
 EXPIRATION DATE
 PIN

Offer Summary
 \$400
 4.25% APR
 36 Months

APPROVED
 \$209*
 PER MONTH
 \$191*
 PER MONTH

3 EASY STEPS
 1. Review the credit card to verify your Payment Swap Rate.
 2. Get the rates approved.
 3. Get your new card and start your payment swap.

SEND TO VERIFY YOUR CARD
 CARD NUMBER
 EXPIRATION DATE
 PIN
 (555) 555-6123

YOU CAN CHOOSE TO STOP PAYING "BENEFICIAL" OFFERS OF CREDIT FROM THIS COMPANY BY CALLING TOLL FREE 1-800-867-8888. See DISCLOSURE & OPT OUT NOTICE ON THE BACK OF THIS CARD FOR MORE INFORMATION ABOUT CANCELLATION OFFERS.

Payment SWAP Program
8.5x11

Notice of Pre-Qualified Auto Loan

A formal "summary" document with a customer number. The prescreen and opt-out notice stays on the piece.

1 · MAIL PIECE (8.5 X 11 LETTER)



YOUR PRE-QUALIFIED* AUTO LOAN AMOUNT
\$7,500 to
{{auto_pre_approval_amt}}

[FIRST NAME] [LAST NAME]
 [ADDRESS LINE 1]
 [CITY], [ST] [ZIP]

NOTICE OF PRE-QUALIFIED* AUTO LOAN

Dear {{first_name}}:

You have been Pre-Qualified* for an auto loan between \$7,500 and {{auto_pre_approval_amt}}. Based on your current estimated credit standing, you have been Pre-Qualified* with ACS Financial. This Pre-Qualified* offer of credit is conditioned upon your timely response and your continued Pre-Qualification* according to the criteria on which the offer was based. See back for details.

For your protection, your Pre-Qualification* cannot be used until activated. Your Pre-Qualification* allows you to choose a top-quality car, truck, or SUV from one of the nation's largest dealership inventories.

Activate your Pre-Qualified* status with ACS Financial today by following 4 easy steps!

1 CALL TOLL-FREE AND ENTER PIN
 {{external_id}}
 (888) 555-0142

2 TEXT PIN {{external_id}} TO
 (888) 555-0142

3 ACTIVATE ONLINE AT
www.QualityAutoLoan.com
Call, text or log on 24 hours a day, 7 days a week.

4 COME IN TO
 Your Dealership Name
1234 Main Street, Any Town, ST 12345

ACS FINANCIAL PRIVILEGES

- ✓ Competitive Interest Rates*
- ✓ Pre-Qualified* for up to {{auto_pre_approval_amt}} in financing
- ✓ No Hassle Financing*



You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll-free 1-888-5OPTOUT. See **PRESCREEN & OPT-OUT NOTICE** on other side for more information about prescreened offers.

PRE-QUALIFICATION SUMMARY

ISSUED TO
 {{first_name}} {{last_name}}

PIN / CUSTOMER NO.
 {{external_id}}

ISSUED DATE
 October 19, 2026

EXPIRATION DATE
 November 30, 2026

PRE-QUALIFIED* AMOUNT
\$7,500 to
{{auto_pre_approval_amt}}

TOLL-FREE NUMBER
 (888) 555-0142

** See Terms and Conditions on the back. Final approval is subject to credit requirements described there.

2 · MATCHING LANDING PAGE (QR / PERSONAL URL)

yourdealership.com/offer?id={{external_id}}

DEALER LOGO · Your Dealership Name

{{first_name}}, you're pre-qualified* for up to
{{auto_pre_approval_amt}}.
 Your customer number: {{external_id}}



YOUR PRE-QUALIFIED* AUTO LOAN AMOUNT
\$7,500 to
{{auto_pre_approval_amt}}

[FIRST NAME] [LAST NAME]
 [ADDRESS LINE 1]
 [CITY], [ST] [ZIP]

PRE-QUALIFICATION SUMMARY

ISSUED TO
 {{first_name}} {{last_name}}

PIN / CUSTOMER NO.
 {{external_id}}

ISSUED DATE
 October 19, 2026

EXPIRATION DATE
 November 30, 2026

PRE-QUALIFIED* AMOUNT
\$7,500 to
{{auto_pre_approval_amt}}

TOLL-FREE NUMBER
 (888) 555-0142

YOUR DETAILS

Customer no.: {{external_id}}

Up to {{auto_pre_approval_amt}}

Activate my pre-qualification

Sample. Dealer info and offer terms are editable.

3 · MATCHING FOLLOW-UP EMAIL

Inbox · {{email}}

{{first_name}}, your pre-qualified* amount: {{auto_pre_approval_amt}}
 From: Your Dealership Name · To: {{first_name}} {{last_name}}

{{first_name}}, you're pre-qualified* for up to
{{auto_pre_approval_amt}}.

{{first_name}}, you have a pre-qualified* auto loan amount of up to {{auto_pre_approval_amt}}. Use customer number {{external_id}} to activate it online or at the dealership. *See terms and the prescreen opt-out notice.

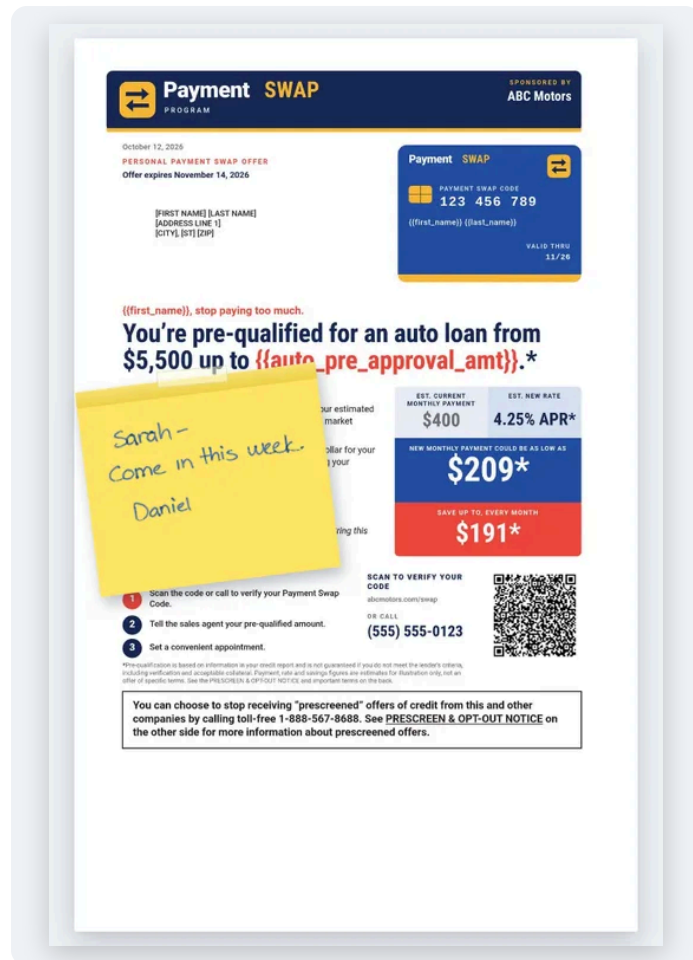
Activate my pre-qualification

CREDIT CAMPAIGN

Payment SWAP Program Letter

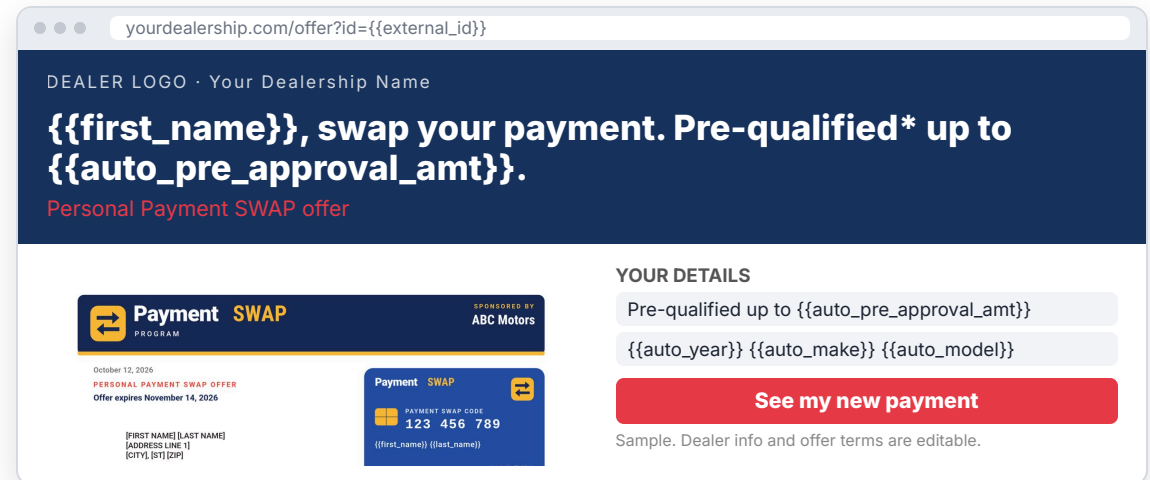
Built around the monthly payment, which is the number credit-challenged buyers care about most. Simple 3-step response block.

1 · MAIL PIECE (LETTER + GM STICKY, WRITES LIVE)

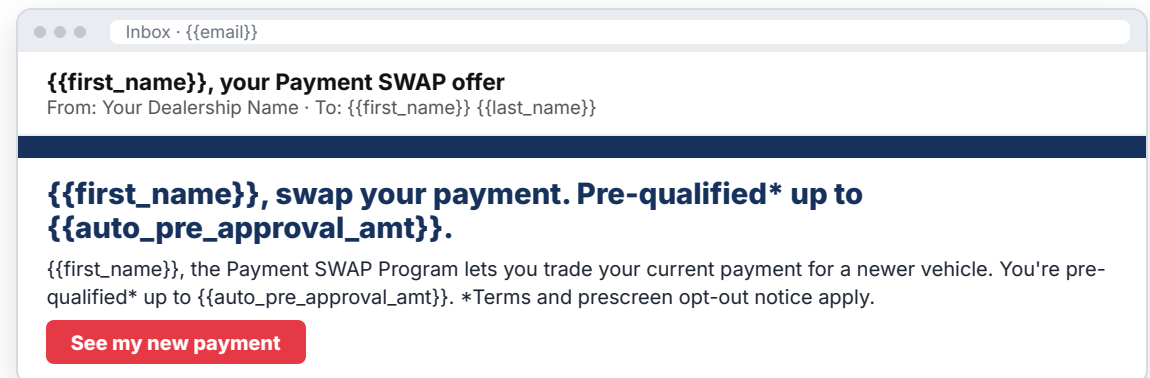


A handwritten sticky from the GM sits on the letter.

2 · MATCHING LANDING PAGE (QR / PERSONAL URL)



3 · MATCHING FOLLOW-UP EMAIL



HOLIDAY CAMPAIGN

Digital Autopen Holiday Card

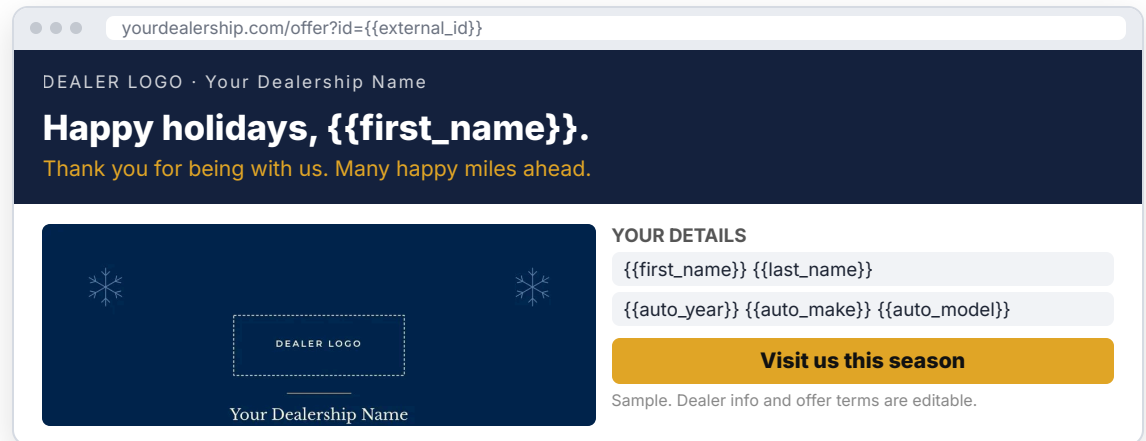
A holiday card with a personal note written inside by the Digital Autopen for each owner. Mail, email, MMS, Meta and Informed Delivery wrap the piece.

1 · MAIL PIECE (6.25 X 9 FOLDED CARD: COVER + INSIDE, WRITES LIVE)

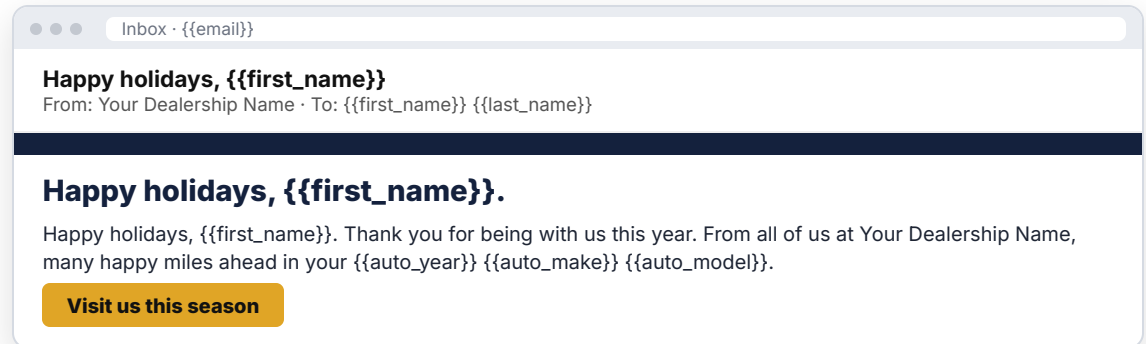


Cover · Inside

2 · MATCHING LANDING PAGE (QR / PERSONAL URL)



3 · MATCHING FOLLOW-UP EMAIL



Pick a campaign. We'll launch it.

1. Choose a goal and a template from this library. 2. Send your list and dealer details. 3. Approve your proof, landing page and email. Then we mail and track.

CONTACT

Angel

Angel@marketingbox.com

321-287-7300