



## metro smartmail: motorsend

rev up your sales with **metro's** auto solution

**motorsend** is the leading digital and data provider for the automotive industry. Through targeted 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 quality in-market shopper intelligence, allowing you to overtake your competition en-route to untapped prospects and leads.

active users	cpm
10,000-49,999	\$100
50,000-99,999	\$90
100,000-249,999	\$80
250,000+	ask sales rep

Minimum target per campaign is 10,000 emails.

### how it works

**1. Target.**

The **motorsend** algorithm identifies in-market buyers searching for vehicles within the past 7 days.

**2. Reach & remind.**

Your ad is served to this active audience across top premium automotive websites, such as **autotrader.com, autoworldnews.com, motorauthority.com**, as well as **Facebook** and **Twitter**. Through IP-data matching, the **metrodrive** program simultaneously gets your ad directly into this active audiences' inbox and retargets those who click on your email ad 48 hours later.

**3. Drive.**

At the end of the program, **motorsend** provides you with warm and hot leads of everyone who has opened and clicked on your email campaign. If provided by the dealer, we will do a cross match of converted sales from our program.

**Hot leads list:** (6-12 names on average) includes first name, last name and email address

**Warm leads list:** list of everyone who has opened and clicked on your email campaign