**Deployed after the 1st visit to the website**

**Subject Line:** Did you get your coupon?

Congratulations! As a preferred online customer, you have qualified for an additional $500 off your best negotiated price for a new vehicle.



There are many benefits to upgrading to a new vehicle. Not only will you drive the latest in style and technology, but you’ll be able to take advantage of outstanding factory incentives, current high trade-in values, and flexible financing options so make sure to take advantage of this [**72 hour Special Offer**](file:///C%3A%5CUsers%5Ccactussky%5COneDrive%5CDocuments%5CLead%20Igniter%5Clink)!

**Deployed after the 3rd visit to the website**

**Subject Line:** We need your vehicle!

I’m going to cut to the chase - we need your trade. Due to an increase in demand for quality pre-owned vehicles, we are offering our preferred online customers an additional $500 towards their trade-in!



This might be the BEST time to upgrade your current vehicle to any one of our new inventory vehicles. No pressure, no hassles and no obligation. Our current high-trade in values and flexible financing options ensure you receive the best possible deal and drive off the satisfied.

**Make sure to take advantage of this impressive, limited time** [**Trade-In Offer**](file:///C%3A%5CUsers%5Ccactussky%5COneDrive%5CDocuments%5CLead%20Igniter%5Clink)**!**

**Deployed after the 5th visit to the website**

**Subject Line:** Your Apple Watch is here

Congratulations! As a preferred online customer, you have qualified for a FREE Apple Watch!



We want to let you know how much we appreciate your business by rewarding you with this free gift. What sets our dealership apart is that we get to know our customers personally. We take the time to understand your needs, answer any questions you may have, and provide you with quality, affordable service.

**Make sure to take advantage of this limited time** [**Apple Watch Offer**](file:///C%3A%5CUsers%5Ccactussky%5COneDrive%5CDocuments%5CLead%20Igniter%5Clink)**!**

**Deployed after the 7th visit to the website**

**Subject Line:** Special Employee Pricing

Congratulations! As a preferred online customer, you have been selected for our special Employee Pricing through the end of the month!

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For years, our employees have enjoyed special new vehicle pricing and now it’s time to share those discounts with you. This is your opportunity to get the perfect vehicle at an incredible price. You’ll get the perks without the work and happily drive away in your new car while saving thousands.

**Make sure to take advantage of this incredible, limited time** [**Employee Pricing Offer**](file:///C%3A%5CUsers%5Ccactussky%5COneDrive%5CDocuments%5CLead%20Igniter%5Clink)**!**

**Deployed after the 9th visit to the website**

**Subject Line:** 48hr flash sale

Congratulations! You have qualified for a special 48 hour flash sale! We are letting a select few of our preferred online customers know about this limited time offer.



We believe that our customers deserve the very best service from the first click on our web site until you drive off our lot, and continuing throughout the service life of your vehicle. The quality, performance, and safety of our extensive inventory make this the best time to buy new and buy now!

**We are pricing to sell! Make sure to take advantage of this** [**48 hour Flash Sale**](file:///C%3A%5CUsers%5Ccactussky%5COneDrive%5CDocuments%5CLead%20Igniter%5Clink)**!**