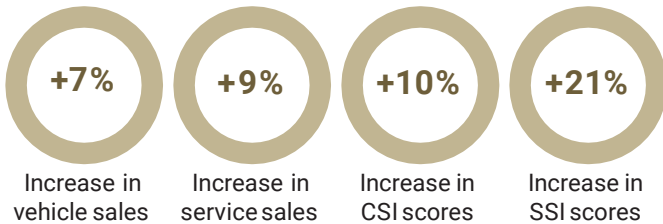


**FMR MANAGES THE LARGEST AUTOMOTIVE CUSTOMER LOYALTY PLATFORM IN THE U.S. BUILT TO DRIVE RETENTION.**

SYNCHRONIZING CUSTOMER TRANSACTIONAL AND BEHAVIORAL ACTIVITY, FMR LEVERAGES THE POWER OF REWARDS TO ACHIEVE DOUBLE-DIGIT INCREASES IN REPURCHASE RATES, SERVICE VISITS AND CUSTOMER SATISFACTION.

**01** PROVEN PROFIT MODEL

FMR Advantage Rewards delivers:



- 
- 33% Increase in first service visits
  - 42% Increase in repurchase rates
  - 41% Increase in service visits
  - 60% Increase in valid email capture

**02** MAKING CONNECTIONS

FMR serves over 3,000 dealers and multiple automotive clients with the largest loyalty program in the U.S.

The FMR Advantage Rewards platform records every dealership customer-pay transaction, assigning and redeeming rewards points as determined by dealer or OEM criteria. Customer brand interactions are tracked by Sales and Service activity, RO #, VIN, along with other desired customer behaviors.

Corporate and dealership incentive programs can be seamlessly integrated into the programmable rewards/redemption engine.

**03** EASY ACTIVATION

Easy to assign program access levels ensure complete program security and allow flexible usage among different departments.

Complimentary, live online training is available on a scheduled basis for dealerships and field personnel, along with toll-free technical support. Set-up time is 20 minutes in a dealership.



## 04 BONUS REWARDS OPPORTUNITIES

Invite your customers to earn additional points for their brand. FMR's platform offers a dedicated, dealer-branded shopping portal that provides discounts and point earning opportunities at more than 400 leading retail partners.

Customers quickly amass points from their everyday shopping that can only be redeemed for service, parts, accessories and towards the purchase of new vehicles.



## 05 MOBILE REWARDS APP

The FMR Advantage Rewards Mobile App, customized to your brand, puts customers' reward point statements and personalized promotional offers in the palm of their hands. Location-based push notifications and offers can also be included within the App.




## 06 BUILT-IN MARKETING TOOLS

FMR Advantage Rewards includes a customer communication generator employing pre-approved DM and email templates, each personalized to the issuing dealership. Campaign design, timing, output and Social Media integration can be orchestrated at the touch of a button. Monthly customer email statements with a 30% open rate keep your brand and its promotions top-of-mind throughout the year.

## 07 DATA DRIVEN SUCCESS

Using data from member profile and survey tools, transactional date/amount histories, electronic punch cards and other variable inputs, the FMR platform provides valuable customer insights and a flexible suite of reporting products, from Excel to 24/7 web-based dashboards.





FMR is a technology and marketing company offering a collection of products designed to help unlock the lifetime value of customers.

For almost 20 years our belief has been: To be the First Marketing Resource for our clients.

What began as a business born from automotive branded merchandise has grown to encompass a full range of innovative, data-driven customer loyalty solutions.

 Loyalty Starts Here.<sup>SM</sup>

For more information contact us on +1 877-750-1054

