Integrated Email, CRM and DMS Marketing Solutions for Advertising Agencies and Automotive Dealers

Sean Marra
CEO

CEOCFO: *Mr. Marra, would you tell us about E-Push?*
Mr. Marra: E-Push is a data complier and technology company that focuses primarily on the conquest, reanimation, and retention of automotive customers for dealerships and OEM's (ePush services Tier 1., 2 & 3 automotive).

CEOCFO: *On a day-to-day basis what does that mean?*
Mr. Marra: We provide fully integrated digital marketing platform that uses a multi-prong approach to Conquesting, Reanimating and Retaining automotive retail customers. A few of the prongs employed are our proprietary; email data & deployment servers, CRM (Customer relationship management) hygiene & remarketing process, and our EyeON DMS (Dealer management system) mining & marketing solutions to OEM's, Agencies, and franchised US dealerships. Our data & technology is proprietary; we own approx. 2.6 billion records globally and those records are compiled of both B2C/consumer records and B2B/business records. For example, your publication and key executives itself would be on our list and ultimately we could target for a client. One of the files that we own within our robust consumer file is our automotive intender data set; the Vi7.5 (Vehicle Intender) database which is active automotive shoppers. It is one of the most important databases in the industry and I even heard of it referred to as the "the Holy Grail. Basically at the end of the day what we do is take our proprietary data and our internal technology and we combine them to create those integrated email, CRM and DMS marketing solutions for agencies and dealers.

CEOCFO: *What are some of the unique challenges in the auto industry and how do you help your clients overcome them?*
Mr. Marra: The challenge is data and how it comes into the dealership through a variety of sources. How to scrub it, append it, mange it legally, and most importantly making it actionable is the really, really big challenge. All these sources to name just a few, are the dealership websites, direct mail campaigns, billboards and even good 'ole fashion walk-in's. All these sources generate data all day log for dealerships and ends up somewhere and a lot if time it's just goes stale and/or drops out for a myriad of reasons.

See you don't just call a number on a billboard anymore. When you call that number it's tracking number and we take that number in real time, do a reverse address lookup and name append. Now we know who that address belongs to and where that address is located. We then can ping that basic info against our 3 million plus consumer database and ID everything from IP addresses, and currently year, make & model sitting in their driveway. Now we match back an opt-in email associated with it in out data and can begin to communicate with the prospect legally on behalf of the dealership.

CEOCFO: *What is the competitive landscape?*
Mr. Marra: The automotive industry is hyper competitive because we are all competing ultimately for the same budget. Even though we are data and technology company, we fall into a specific expense category and that called advertising. Since our data & technology ends up driving both sales & service revenue we get grouped into that budget. There are many great companies competing for the same dollar, yet no of them remotely resemble ePush. Most companies that service the industry are ad agencies and resellers and they use both traditional media blended with new media from other sources and that's where we come. We have a very robust white label program of our data & tech for agencies and resellers. In addition we have a long standing direct to legacy dealer division that sells limited versions of our data & tech. So because of this very unique competitive advantage we get to serve both sides of the industry which firmly places us at

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the top of the food chain so to speak. Actually it's where two of our 2015 tag lines originated, *"Official supplier of automotive"* and "The data and technology driving the automotive industry".

CEOCFO: *Does the industry know?*
Mr. Mara: Funny and good question. They do know it and it's because we have some of the very largest auto agencies using our white label services. In addition our cloud based reporting platforms, KPIs (Key performance indicators) and tracking/analytics, and campaign management services are used industry wide. Again some of the largest agencies serving the automotive space are actually sellers of ePush data and technology. We have been doing this since 2009 with a long successful track record, a great solid brand and are definitely in the top 3 as far as brand recall or recognition. When somebody talks about digital, email marketing or conquest, ePush is going to be on the short list. That is the industry saying that, not us. Since we started out in 2009 only selling sell direct to the dealer space the market was built from the ground up where it matter most, the showroom floor. Will it sell cars? YES and over 250,000 to date. I think that really speaks for itself.

CEOCFO: *What are you offering that others are not?*
Mr. Marra: What we offer is, in real estate they say the secret is location, location, location. In data, it is the list, the list, the list. One of the big delineators for E-Push is that we are a data compiler. Many of the competitors in the automotive space for us directly are just resellers. Whether they are is data compiler or data broker that is multiple levels down and they are just reselling other peoples data. What they are doing is they do not own the infrastructure and they do not own the data and therefore they are at the mercy of what data their brokers are pushing to them. Data can change and providers change and access to data changes rapidly. That becomes the shifting sand of you are buying your data through a reseller and what you got today may not be the same thing you get tomorrow. You run these risks and you do not know who the wizard behind the curtain is but with E-Push, you do. We are the actual proprietor at the top of the food chain. We compile our own data.

> **"ePush! is a permission based data compiler and technology company that develops and provides digital solutions that conquest, retain and reanimate retail automotive consumers."- Sean Marra**

CEOCFO: *What can you find to include in your data that others cannot?*
Mr. Marra: Many of thing are things are proprietary to our compiling process. Some of the things that I can speak of would be behavioral targeting and how we are able to garner and capture behavioral related data that is not only real-time but transactional and not static. Behaviors are very dynamic and dictate the core of our data compilation and what we are requiring. That provides a big difference because real-time transactional data versus just modeled or predictor data. Data driven real time communications that are driven by consumer behaviors in real time is one of the main ways we delineate ourselves.

CEOCFO: *Regarding direct mail, do you find that because people are so inundated with emails and ads, that direct mail is getting more attention?*
Mr. Marra: YES, I think it is getting more attention. Allot more and because of exactly that. We have been very big advocates and purveyors of direct mail for many years. It has only been over the last handful of years that our company has been focused on driving the ePush brand and the data technology side of the company. Our sister company eShare is one of the earliest adopters of cloud based fully integrated direct mail companies in the industry. We very much have our finger on the direct mail pulse and the reality is more an more consumers are engaging with mail more then I've seen in the last 10 years. There is no doubt dealers are buying more integrated mail that is more accountable.

CEOCFO: *When you provide solutions to your customers, what is the range of where you provide guidance?*
Mr. Marra: For dealerships, generally they prefer things bundled up and packaged for them. They do not have the time, inclination, resources or the expertise to sit there and research, test and select data sources. Think about it this way, I'm a dealer and find a raw data source some how and then I have to figure out how to deploy it without shutting down our servers and getting blacklisted. It is a daunting task and that's only 2 parts of it. Even for a company that does it for a living it is a daunting task. It is a challenging prospect to say hey I am going to go find data, and it's good clean legal data that I can then deploy to and make it into the mailbox. You have gatekeepers like Google and Yahoo standing in your way; they control that traffic and ultimately that is the second challenge. After you get it in the mailbox, it is a matter of getting them to open it and engage with the offer and then ideally convert into an economic event or data event for the company. We bundle up our data & tech and create turnkey products like Reanimation where all the heavy lifting is done for them. They simply give us an export of all the dead, lost, inactive, unsold, opt-outs and missed opportunities and our

data scientists have created a process in which we hygiene and dataFi the junk records and identify the bad information and correct it. That process is a bundled product and it the only of it's kind in the industry.

CEOCFO: *Why choose E-Push?*
Mr. Marra: Simply put… It sells vehicles and service Ro's at a staggering rate.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

E-Push

For more information visit:
http://epush.us/

Contact:
Sean Marra
7274982936
sean@epush.us