Dealer Direct
Marketing

E-Strike Handbook

e-mails on Demand

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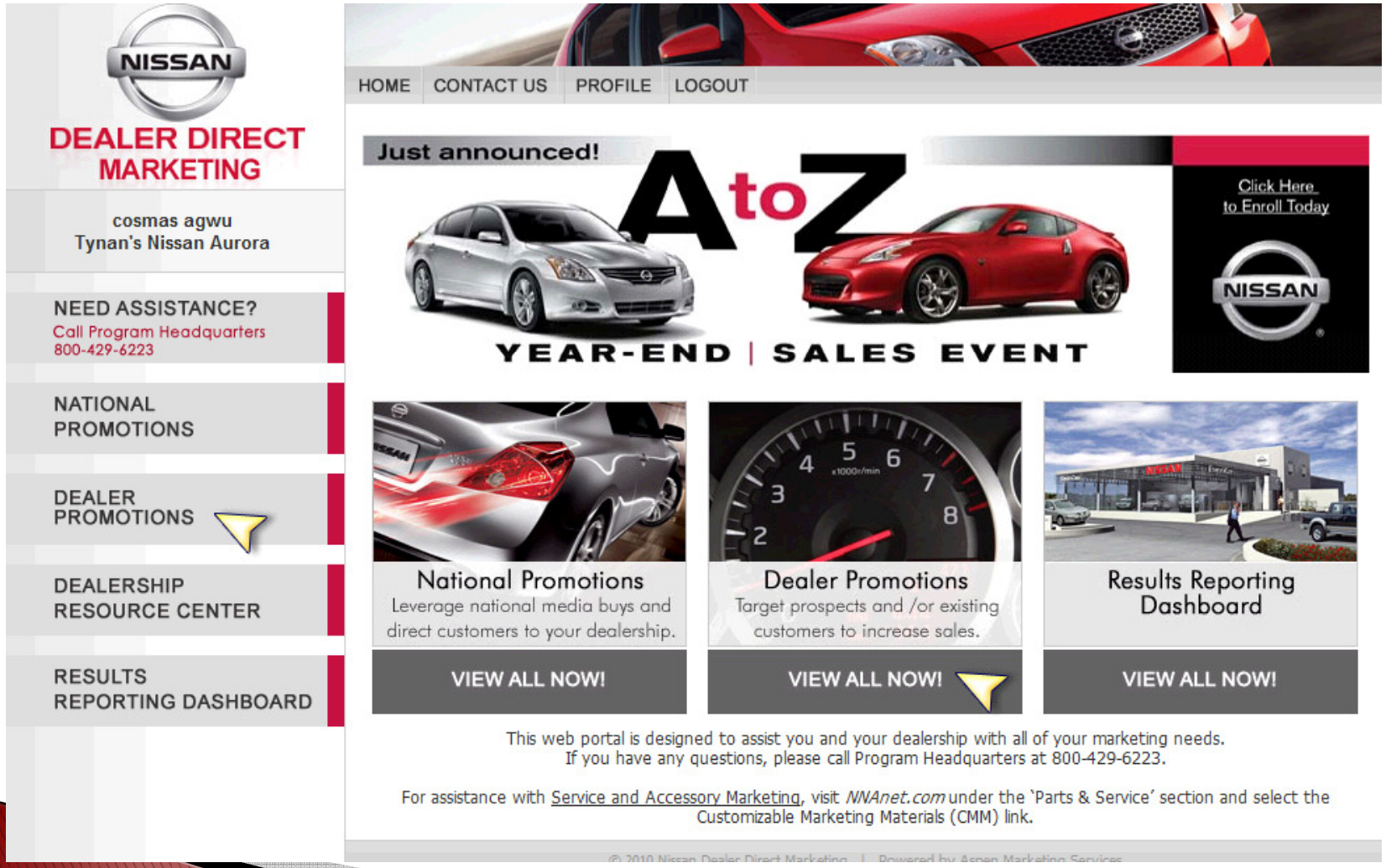
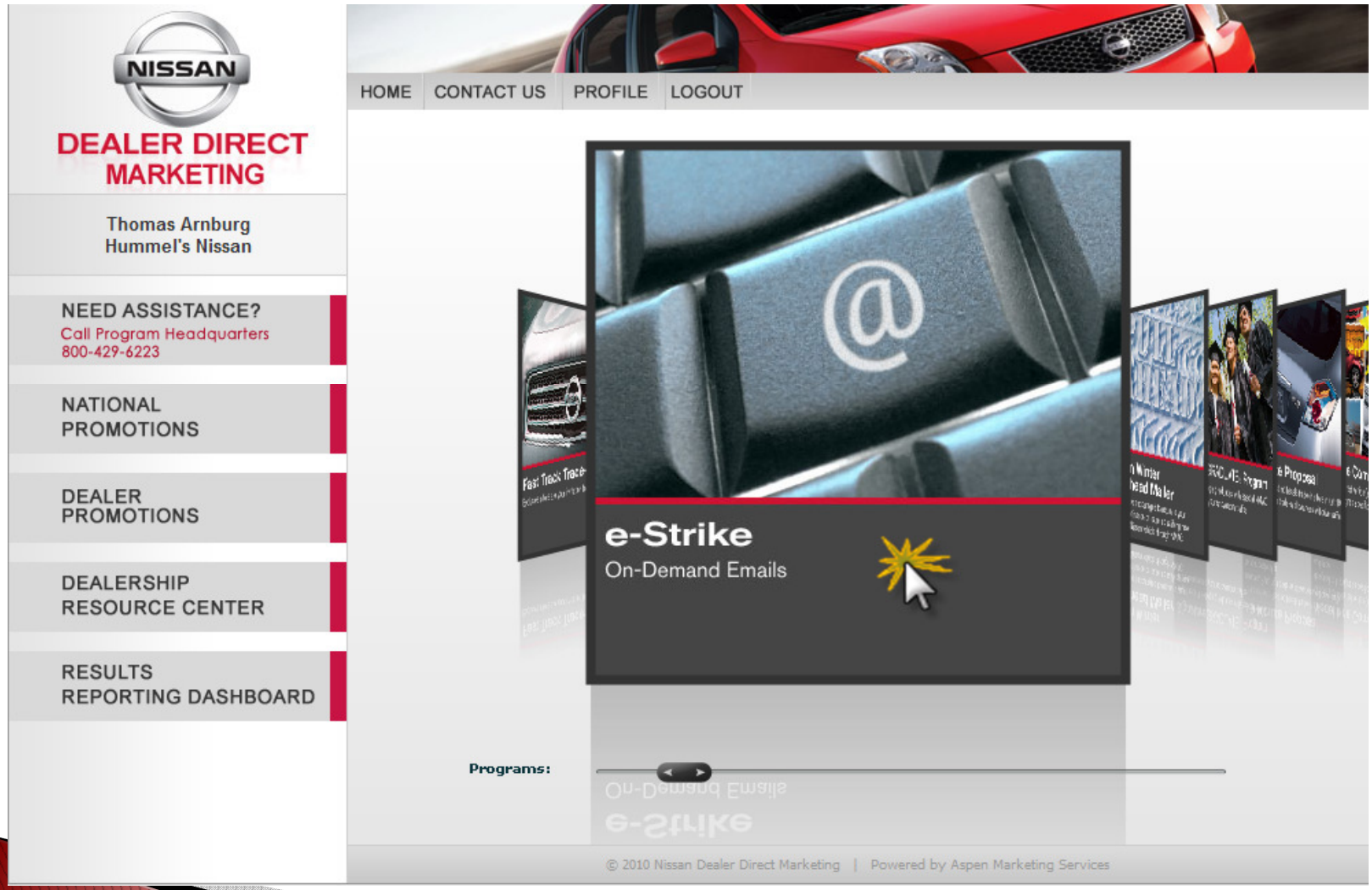
Link from NNANet.net to Infiniti Dealer Direct Marketing

Select Dealer Promotions



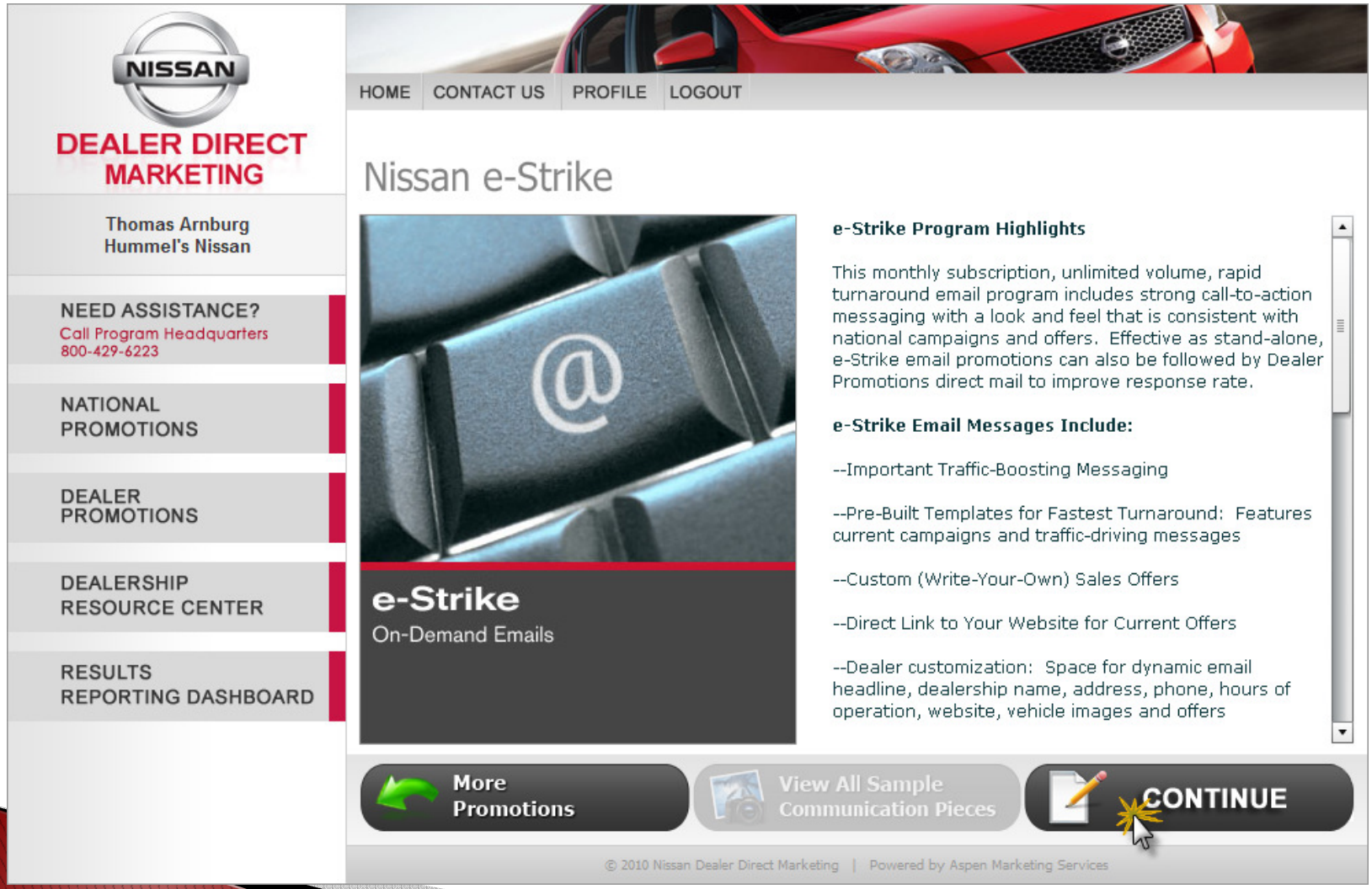
Accessing e-Strike

Scroll bar to find e-Strike program and click on Image



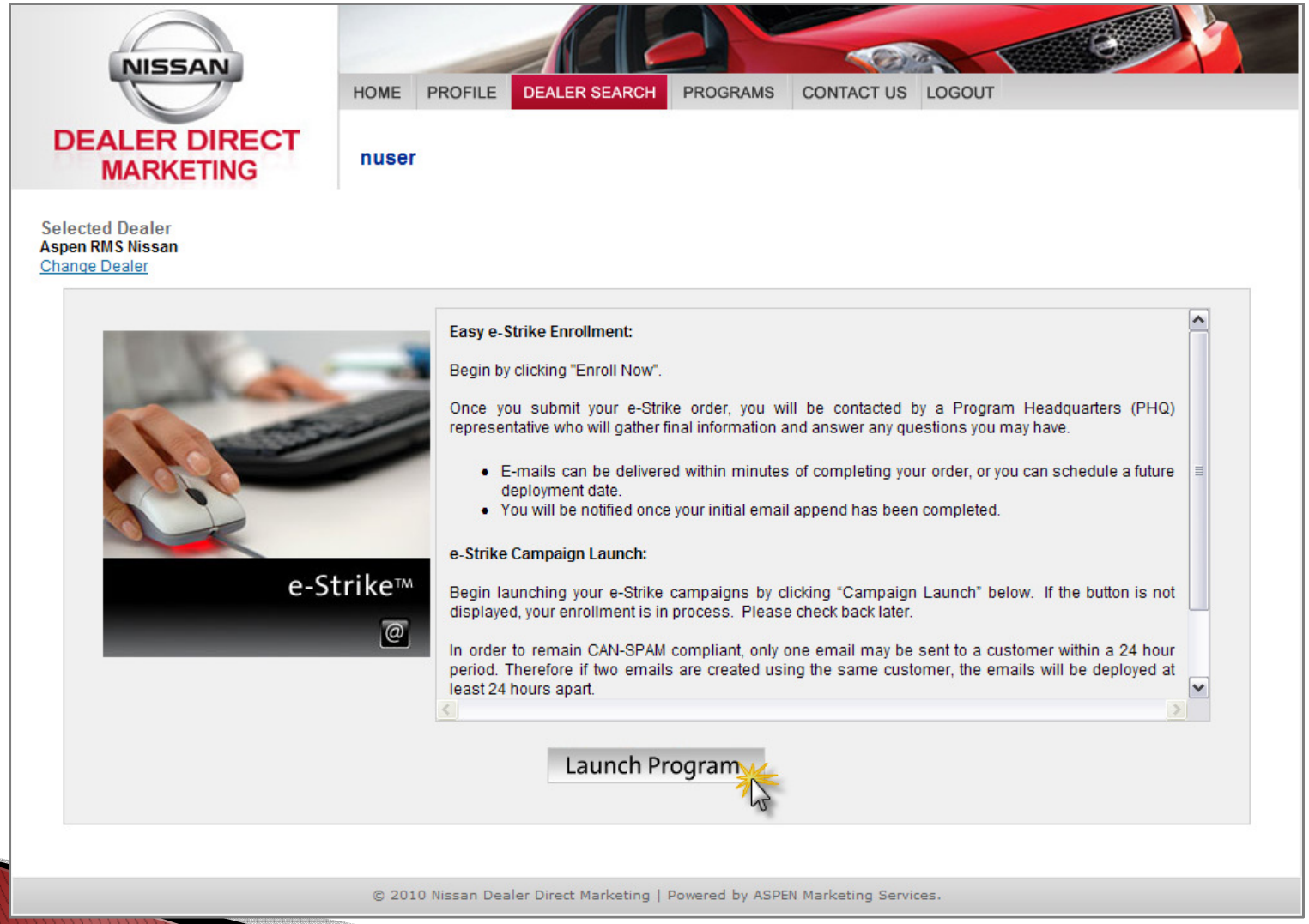
Accessing e-Strike

Select Continue



Accessing e-Strike

Select Launch Program to access Dashboard



e-Strike Dashboard

After selecting Launch Program, you will be placed in the e-Strike Dashboard. This screen shows you campaigns that are currently featured, pending campaigns that have not been sent, and completed campaigns.

e-Strike Dashboard

Types of Campaigns:

- ***Featured Sales Campaigns:*** Campaigns that have been pre-populated with a specific event / theme.

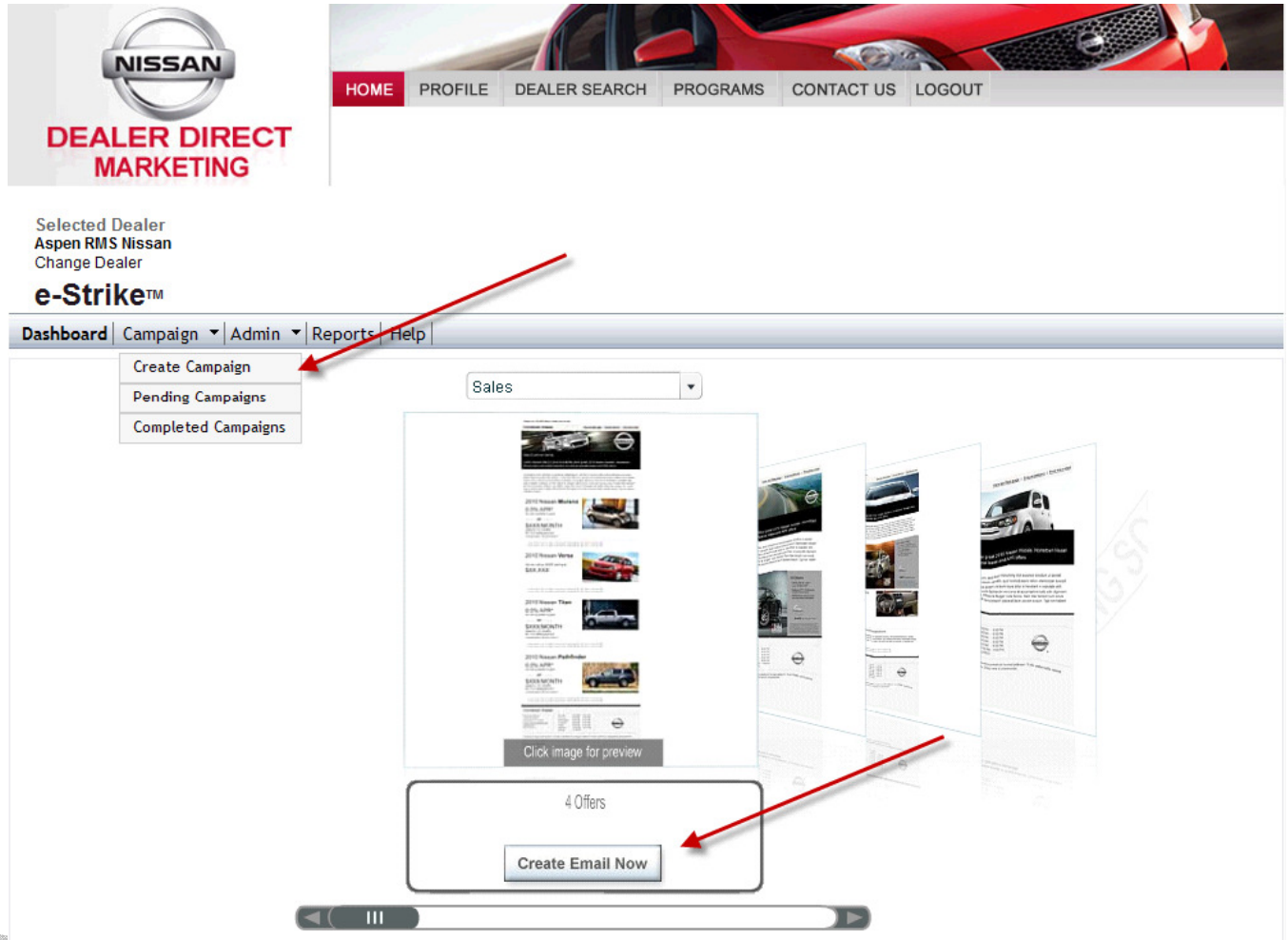
- ***Sales Campaigns:*** Campaigns that are flexible and can be utilized anytime with any message/theme.

- ***Pending Campaigns:*** Campaigns that have not been deployed. This feature gives you the flexibility to start building a campaign but finish/deploy at a later time.

- ***Completed Campaigns:*** Campaigns that have been deployed.

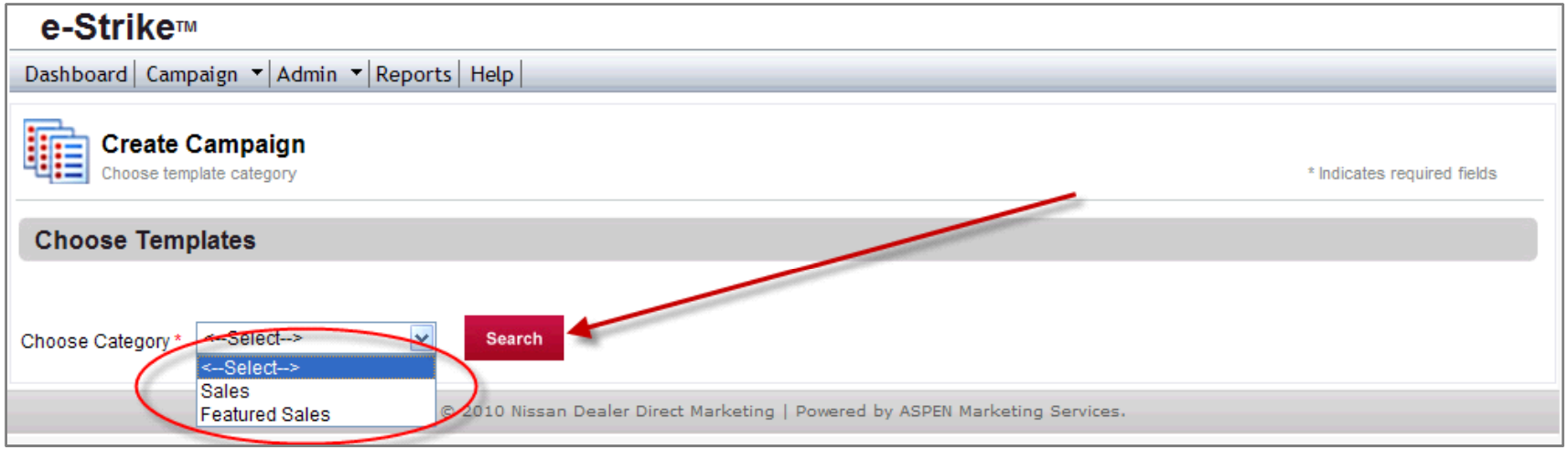
Building a Campaign

Select the Campaign Tab and choose ‘Create Campaign.’
You can also create Campaigns through the dashboard by selecting the ‘Create e-mail Now’



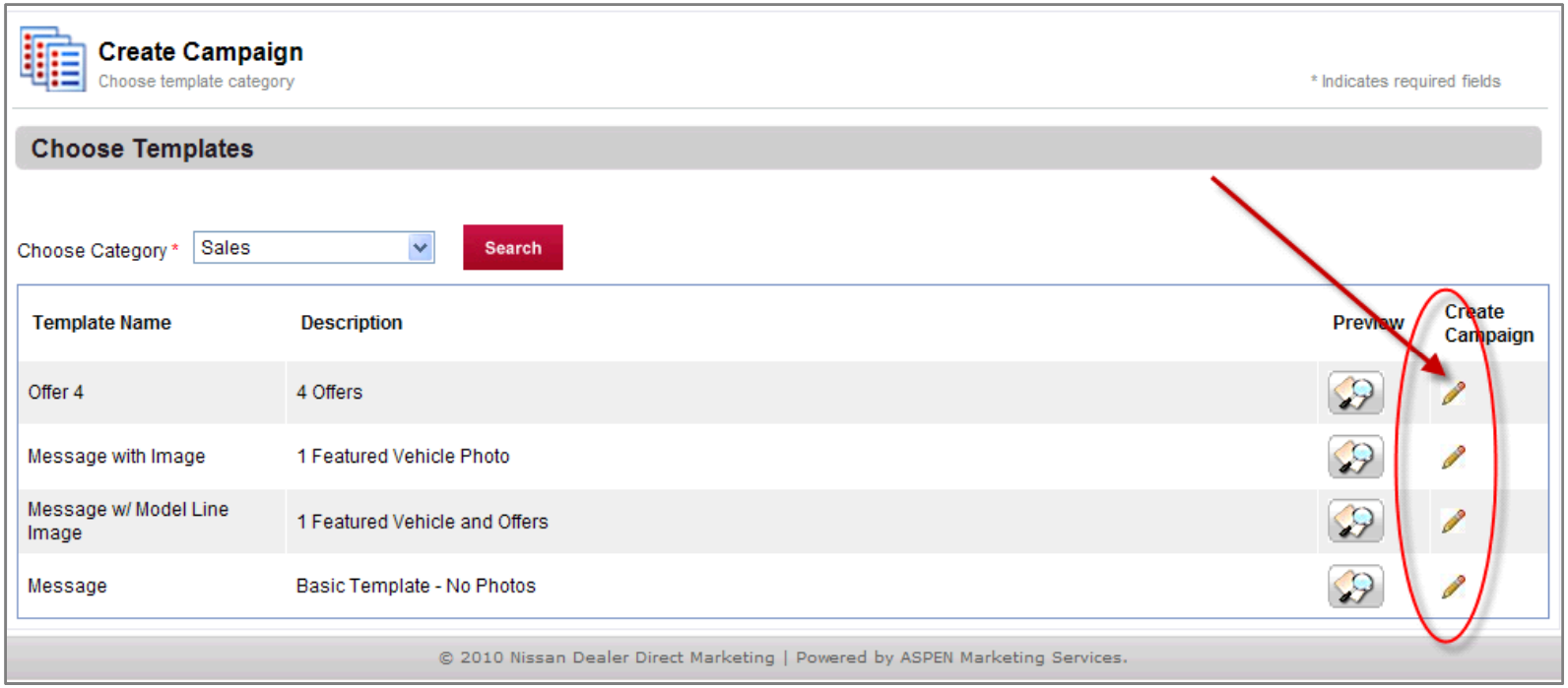
Building a Campaign

Select Category Drop down and select type of Campaign. Click Search.



Building a Campaign

Once you select a category, choose your Template by selecting the pencil under ‘Create Campaign’



Template Name: Name of the Campaign Template
Description: Summary of the Type of Campaign
Preview: A PDF sample of the Campaign Template
Create Campaign: Click on the ‘pencil’ icon to start building your Campaign

Building a Campaign

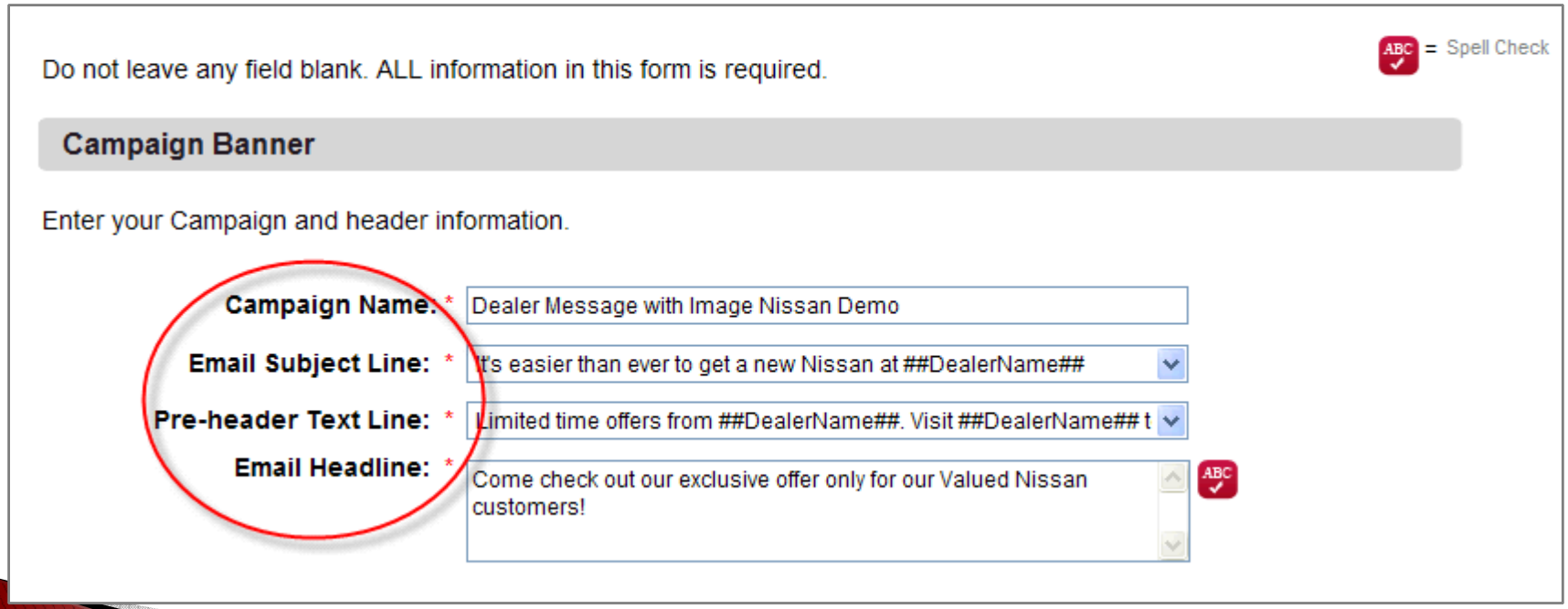
STEP 1: DEALER INFORMATION

CAMPAIGN BANNER SECTION:

Campaign Name: Name your Campaign

Select your e-mail Subject Line and Pre-header Text Line

e-mail Headline: This is an editable field. You can add additional text here.



Building a Campaign

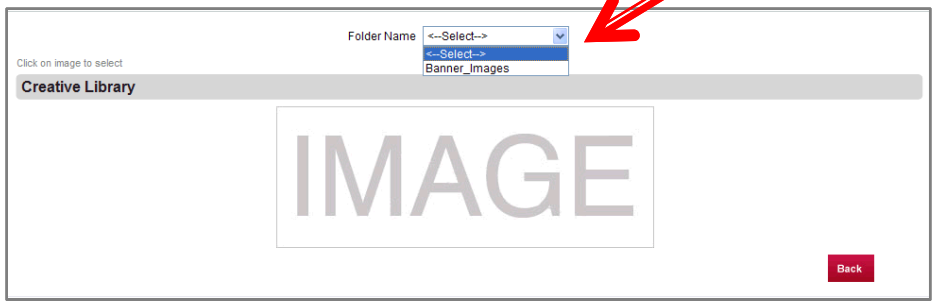
STEP 1: DEALER INFORMATION

CAMPAIGN BANNER IMAGE SECTION:

Select ‘Change Image’

Next:

Choose Banner Images Folder from Drop down list and click ‘Select’

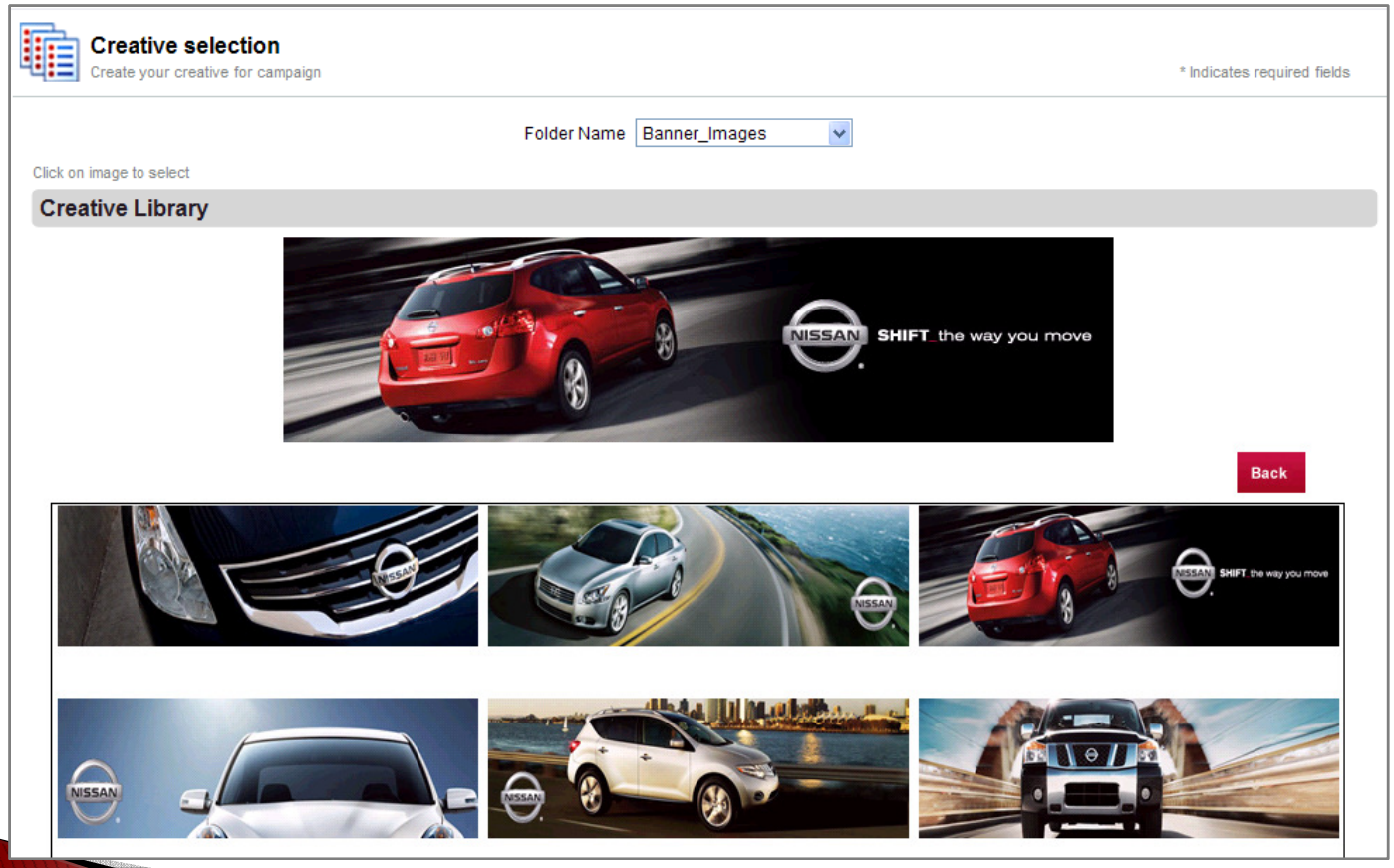


Building a Campaign

STEP 1: DEALER INFORMATION

CAMPAIGN BANNER IMAGE SECTION:

Choose Campaign Banner by clicking on Image



Building a Campaign

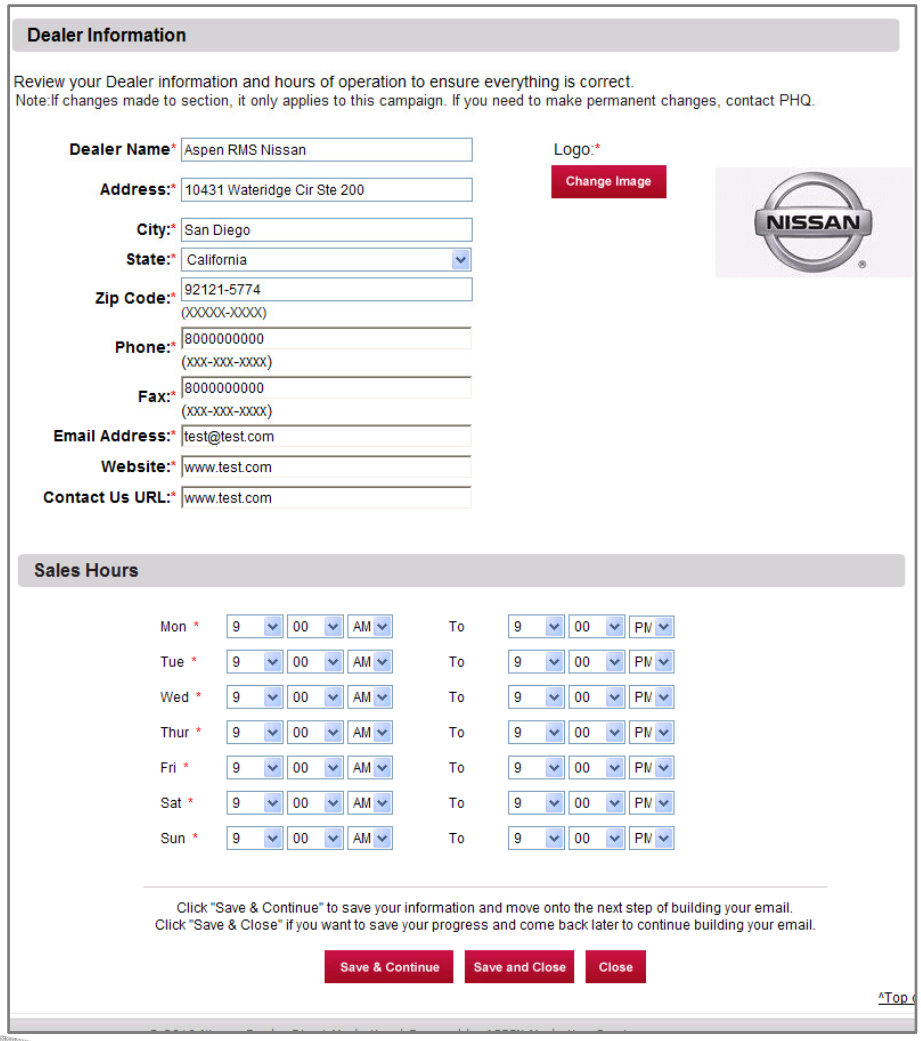
STEP 1: DEALER INFORMATION

Review DEALER INFORMATION and HOURS are correct.

Click Save & Continue to move on to the next step.

Click Save & Close to save this campaign and work on it later. (The campaign will be under Pending Campaigns on the dashboard.)

Click Close to close the Campaign without Saving.



You can select different images for Logo by clicking on the Change Image Button.

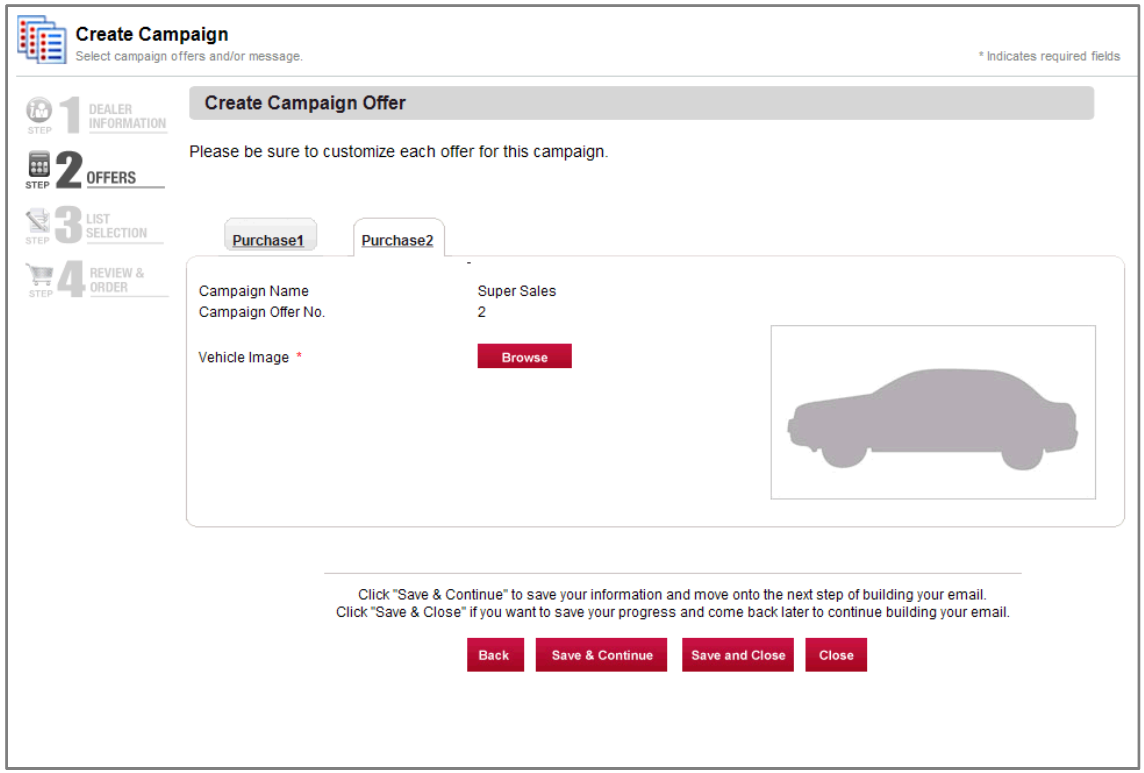
Building a Campaign

STEP 2: OFFERS

CREATE CAMPAIGN OFFER:

This screen allows you to create your Campaign Offers by selecting vehicle images/coupons.

Click ‘Browse’ button to select vehicle image.

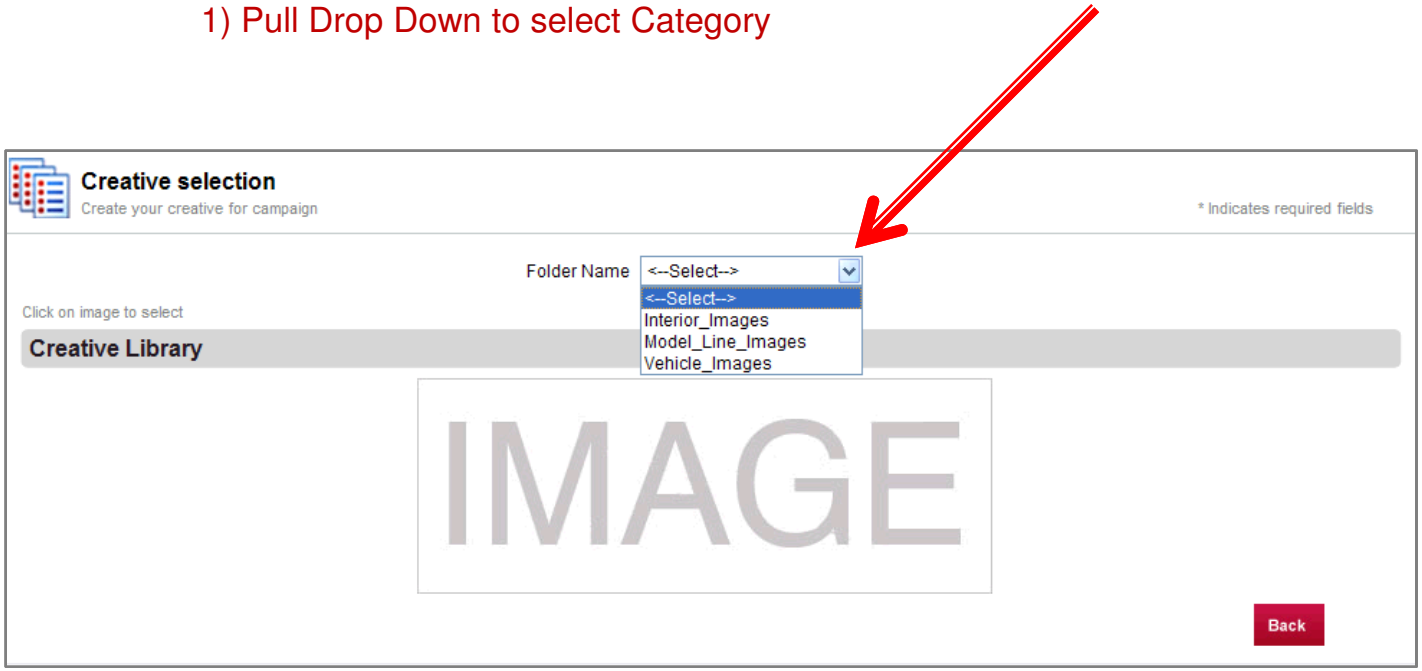


Building a Campaign

STEP 2: OFFERS

CREATE CAMPAIGN OFFER:

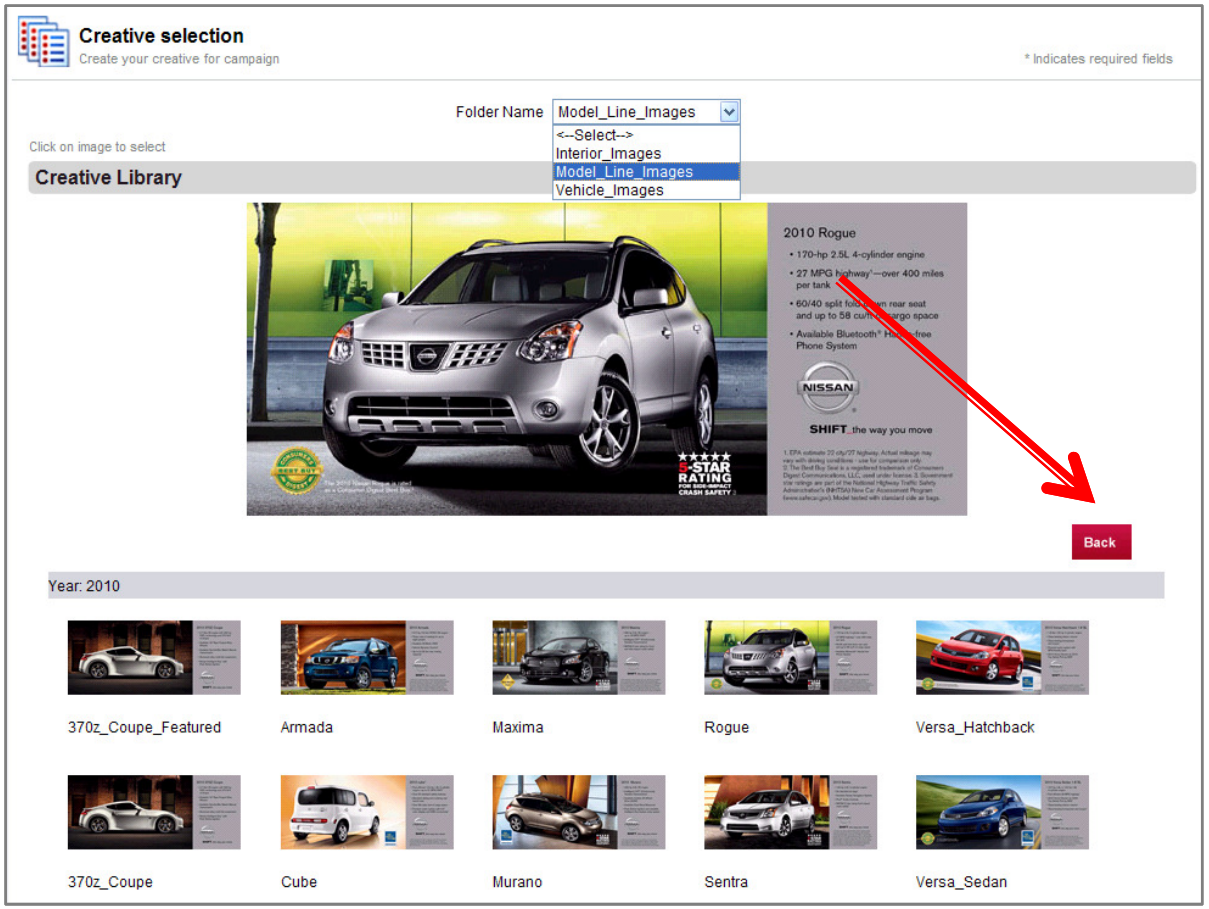
1) Pull Drop Down to select Category



Building a Campaign

STEP 2: OFFERS

2) Images of vehicles will appear, click on Image to select



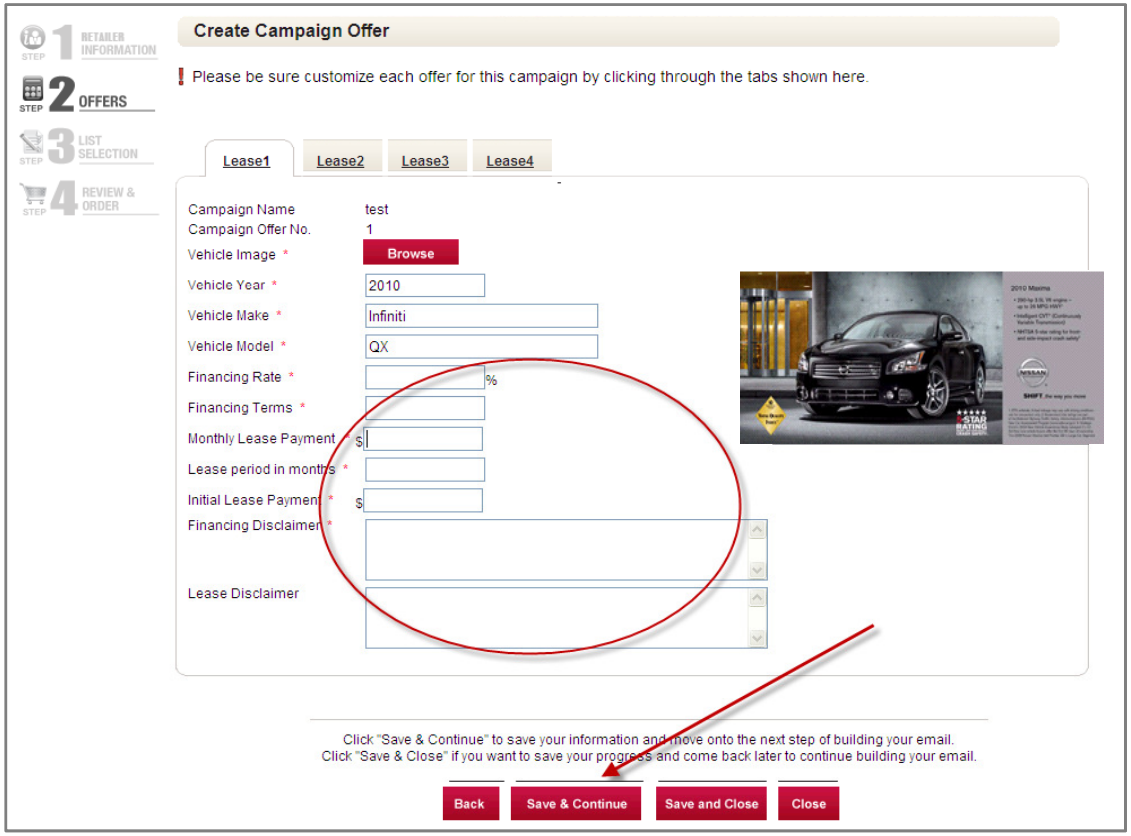
Building a Campaign

STEP 2: OFFERS

CREATE CAMPAIGN OFFER:

Fill out required additional information

Continue creating offers until you are at the last offer, then Click Save & Continue to go on to the next step

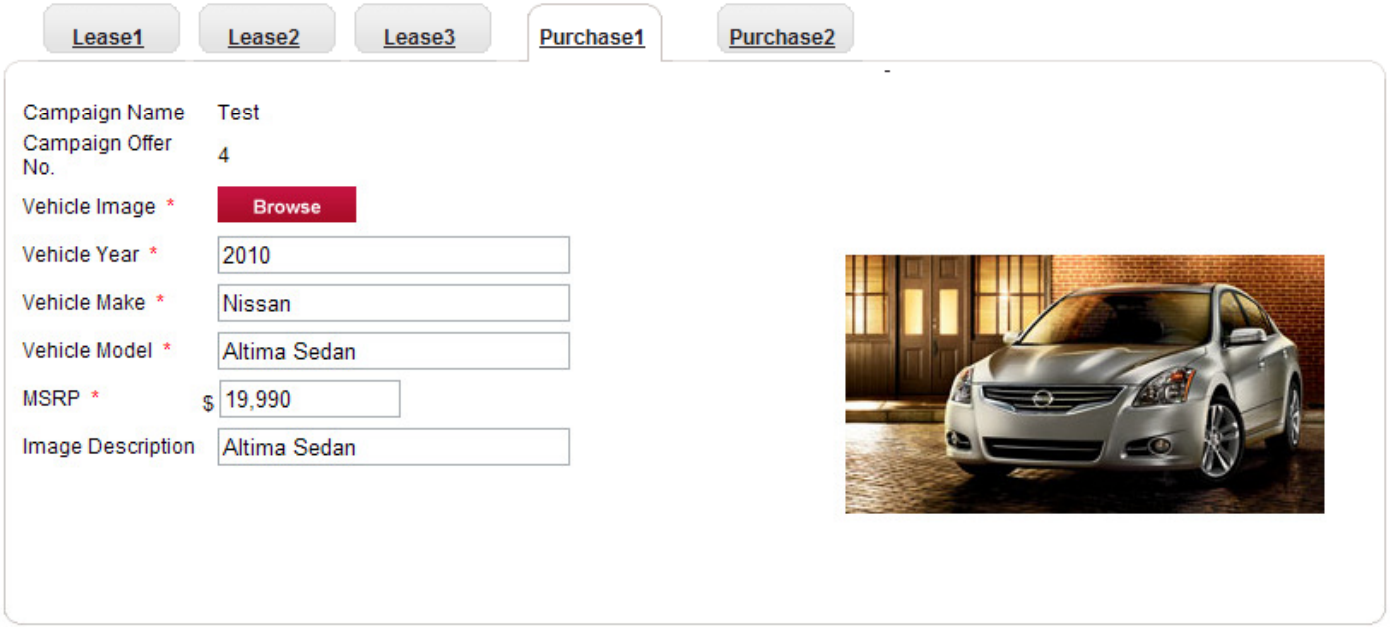


Building a Campaign

STEP 2: OFFERS

CREATE CAMPAIGN OFFER:

**For Purchase offers, follow the same steps as the Lease offers…

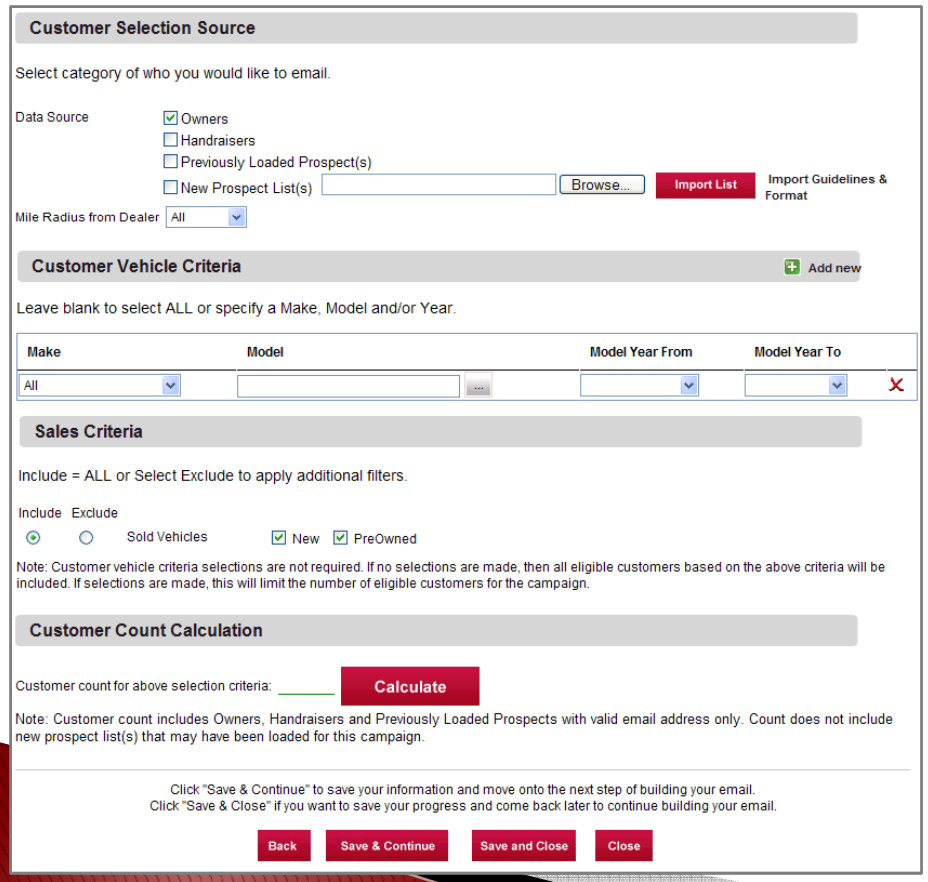


Building a Campaign

STEP 3: LIST SELECTION

This step allows you to set your parameters for customers to e-mail. You can select customers in the current database or upload your own lists (please view guidelines for Imported Lists.)

Once selection has been made, click Save & Continue.



CUSTOMER SELECTION SOURCE

-This section lets you choose which lists to upload.

Check Box to select type of list.

For a New Prospect List, click the 'Browse' button and upload your list.

Select Mile Radius by clicking drop down.

*CUSTOMER VEHICLE CRITERIA

-This section allows you to pick certain Makes and Models. Click the Drop downs to make your selection.

Select vehicles by Make, Model, Year, and Mileage

Click ADD NEW to add another vehicle make

SALES CRITERIA

-This section allows you to pick from either New or PreOwned Vehicles for Sales Customers

CUSTOMER COUNT CALCULATION

This section gives you a customer count based upon your selections. Click on the 'Calculate Button.'

Building a Campaign

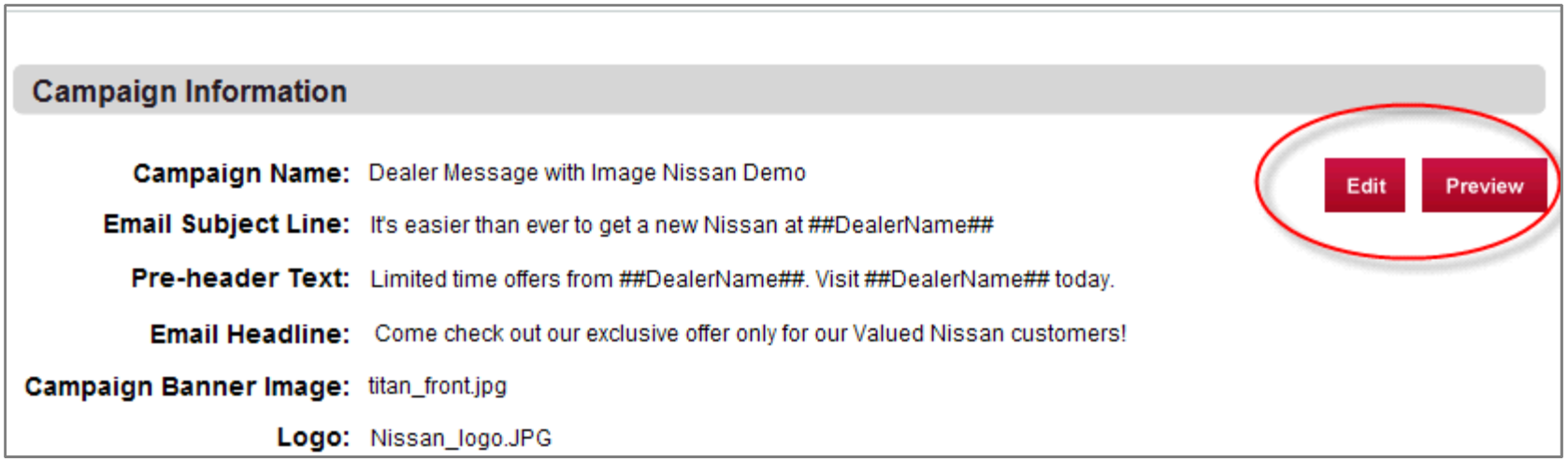
STEP 4: REVIEW & ORDER

This is the last step to building a campaign. This is the Summary page of the campaign which allows for editing and previewing.

Campaign Information

To Edit or Preview, click buttons. A new window will appear when you click Preview with the campaign.

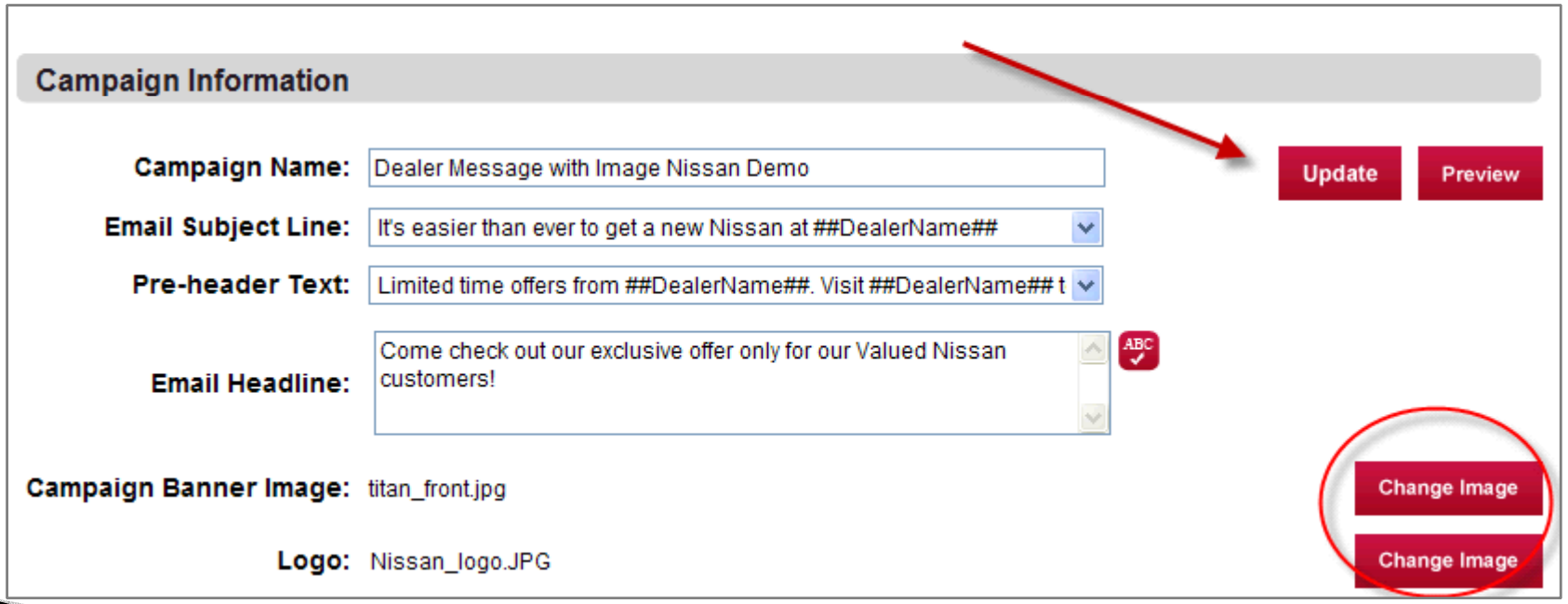
To change Images for Header Image, Logo, click
Edit and the 'Change Image' buttons will appear.



Building a Campaign

STEP 4: REVIEW & ORDER

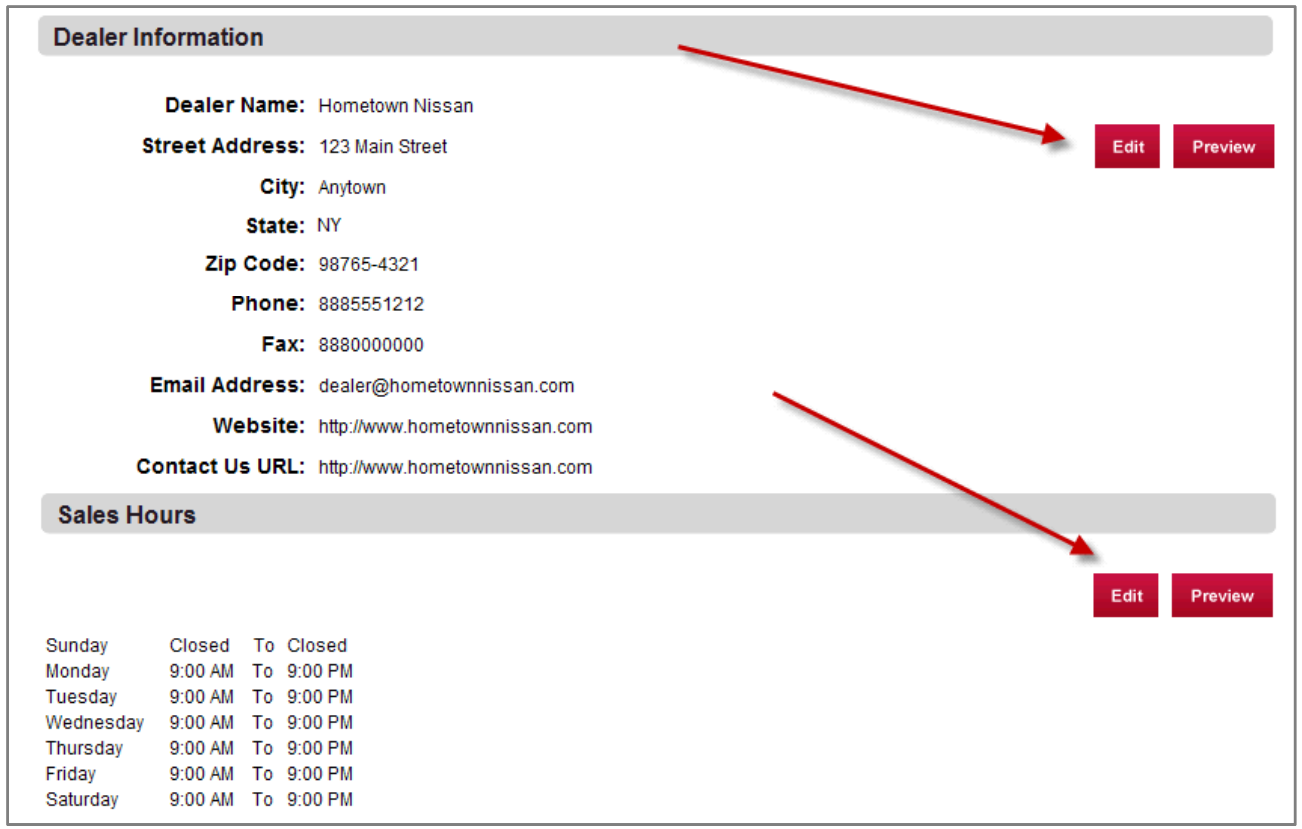
After you click ‘Edit’ the ‘Change Image’ buttons will appear. Select the button and you will be taken back to the Step 1 Image Library. Select your new Image and when you are back in this screen, select the ‘Update’ Button.

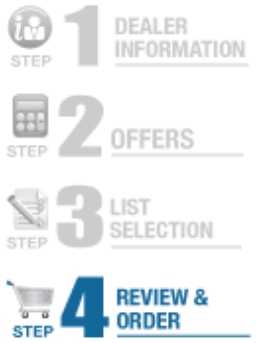


Building a Campaign

STEP 4: REVIEW & ORDER

Review & Verify DEALER Information is correct. If needed, click ‘Edit’ and ‘Preview’ to review and make necessary changes.



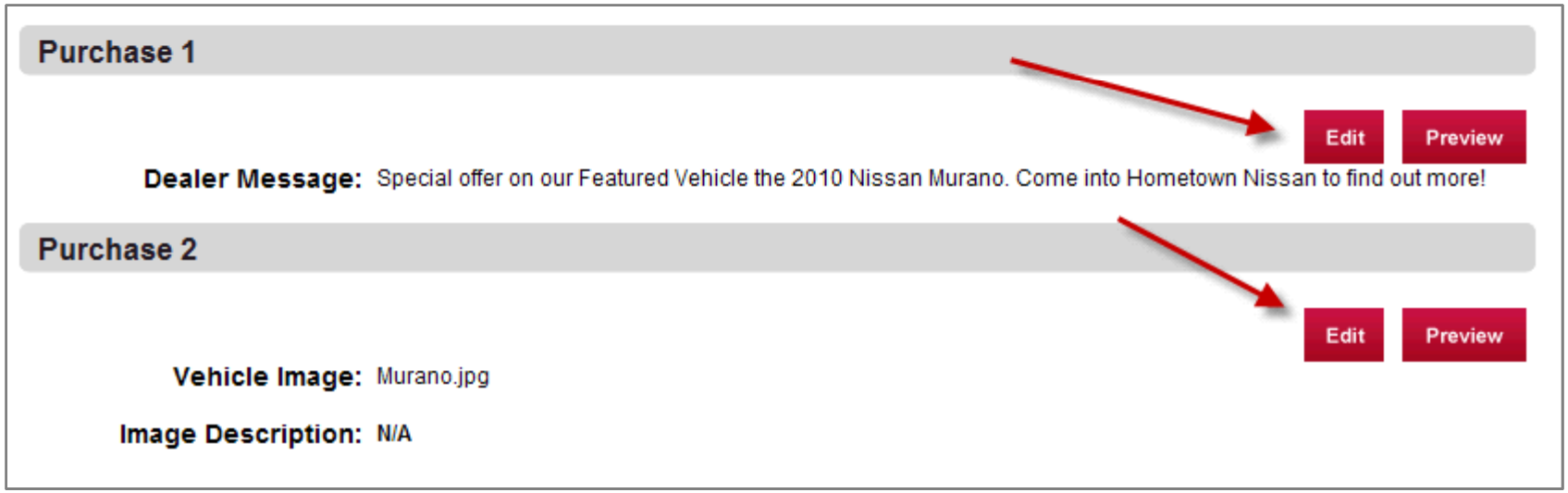


Building a Campaign

STEP 4: REVIEW & ORDER

Review & Verify offer templates are correct. Click ‘Edit’ and ‘Preview’ to review and make necessary changes.

Offers

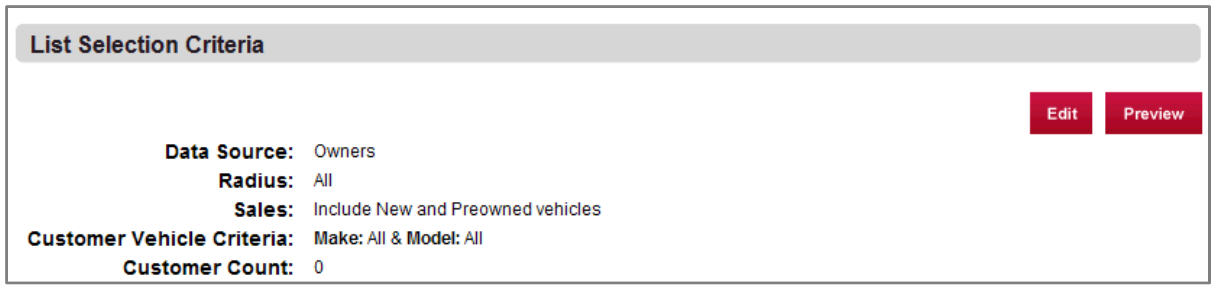


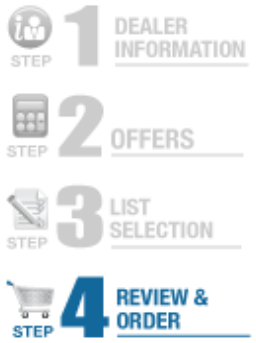
Building a Campaign

STEP 4: REVIEW & ORDER

Review & Verify list selection criteria is correct. If needed, click 'Edit' and make changes to parameters.

List Selection Criteria

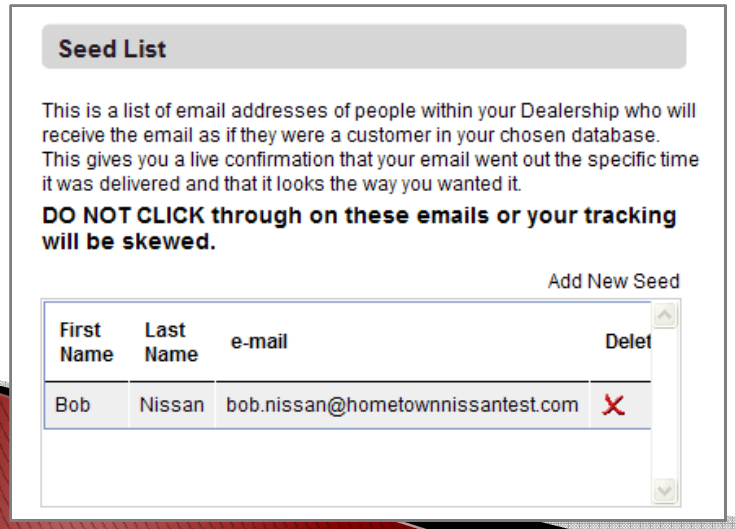


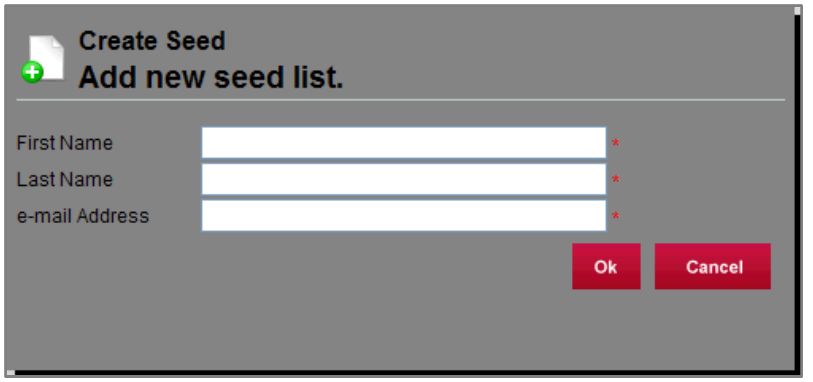


Seed List

This is a list of Dealer personnel e-mail addresses who will receive the e-mail campaign as if they were a customer.

To add an e-mail, select 'Add New Seed.' Image below will appear. Fill out Seed Information and click 'OK.'



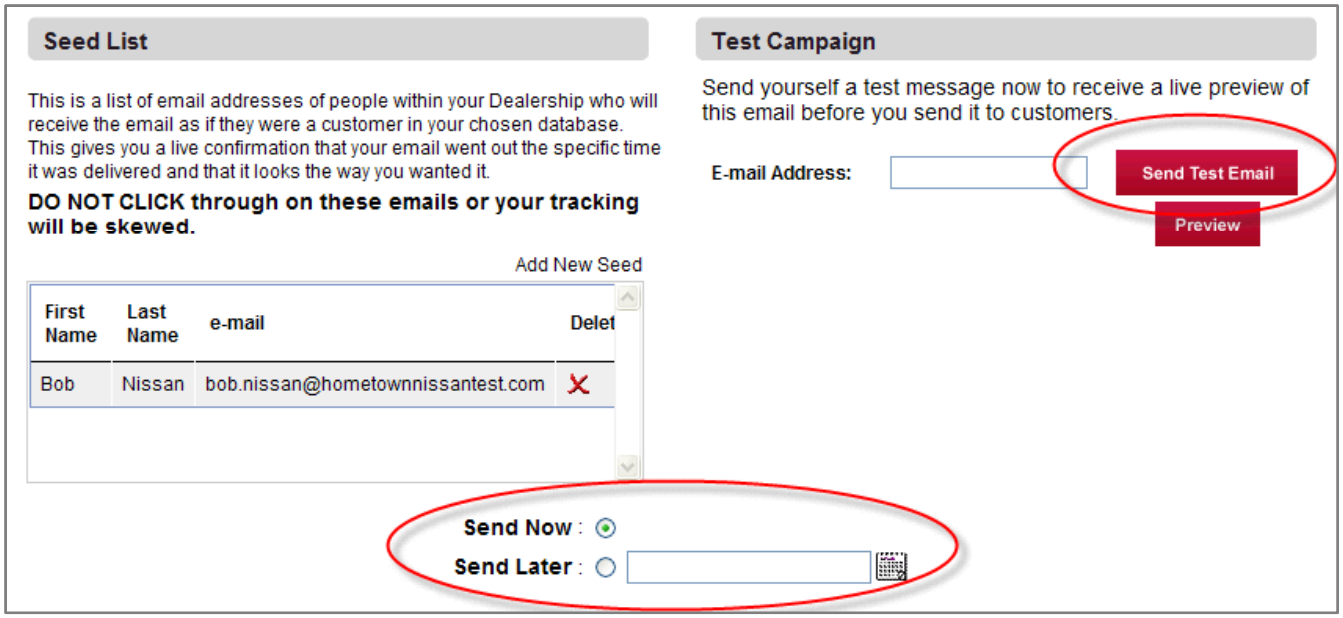


Building a Campaign

STEP 4: REVIEW & ORDER

Test Campaign

Once you have verified everything is correct, you can now send yourself a 'Test Campaign' before submitting your order. Type in the e-mail address that you want the test campaign sent to and click 'Send Test e-mail.'



Send the campaign now or on at a later date. To Send Later, select the calendar and pick your date.

Building a Campaign

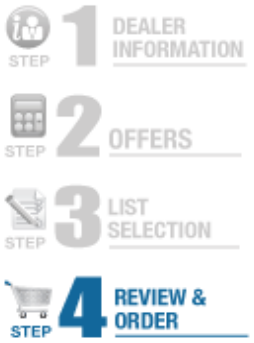
STEP 4: REVIEW & ORDER

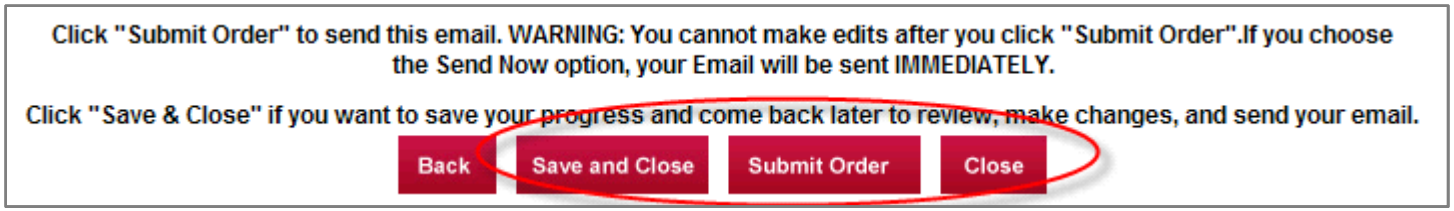
LAST STEP

To send your e-mail campaign, click ‘Submit Order.’
WARNING: You CANNOT make edits after you submit your order.

OR

Click ‘Save & Close’ if you want to save your progress and come back later to review , make changes and to send your e-mail.

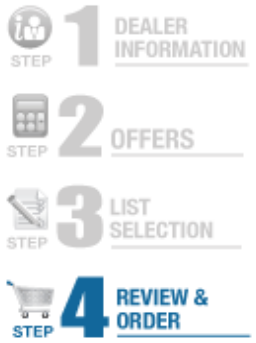


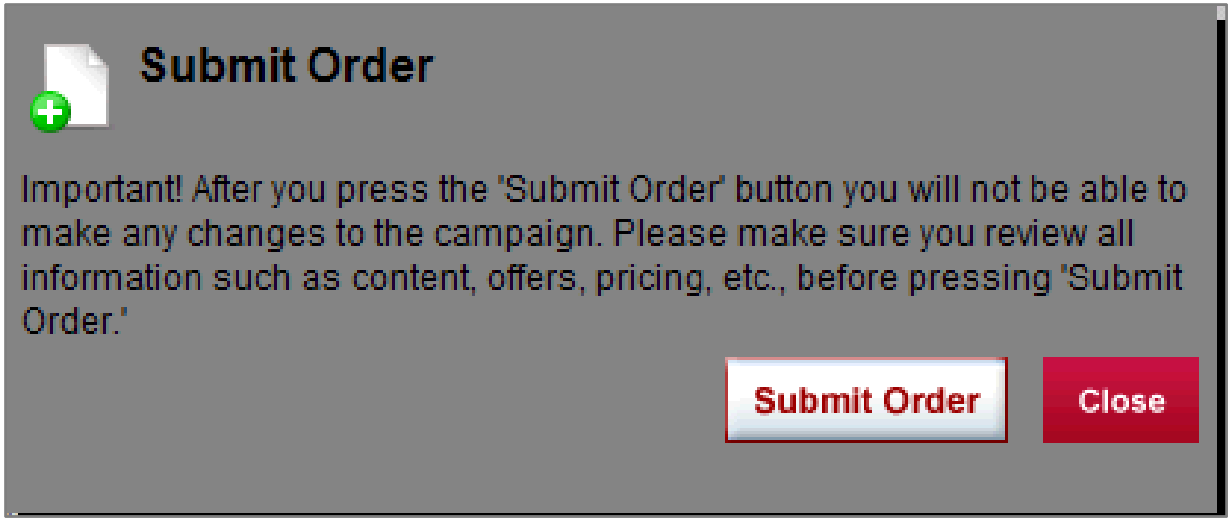


Click ‘Submit Order’ to send campaign to customers

Building a Campaign

After hitting Submit Order button, the following box will appear. Select Submit Order if you're ready for your order to be fulfilled.





Congratulations! Your Campaign is complete!

The following confirmation will appear. Please contact Program Headquarters as needed.

Campaign Confirmation

Submit Complete

Congratulations! You have successfully submitted your campaign! Reference the Dashboard section of e-Strike to review campaign delivery details, and be sure to check back after 24 hours to view campaign report details (Email Performance by List and Email Performance by Domain). These reports will update daily, as new campaign information becomes available. If you have any questions, please contact:

Program Headquarters
Phone: (800) 429-6223
Fax: (800) 418-9351
E-mail: ContactNissan@supportcenter.net

Done

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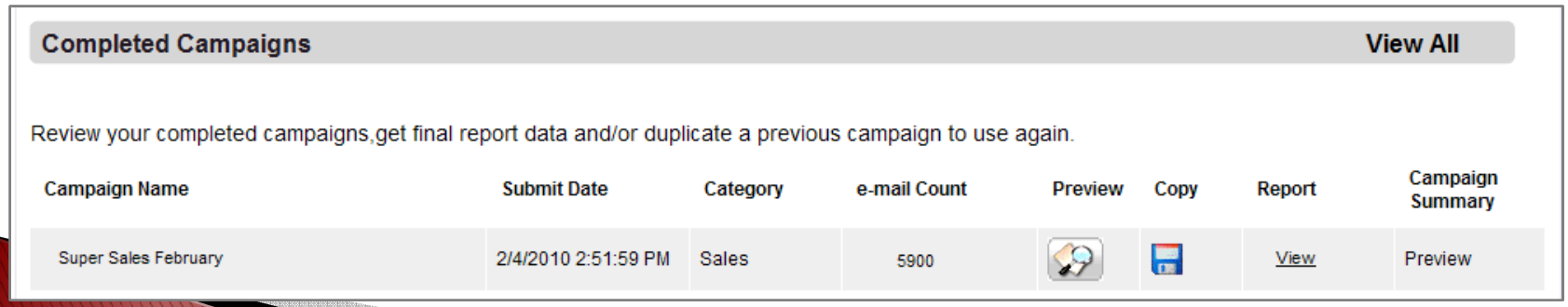
TO CHECK THE COMPLETED STATUS OF YOUR CAMPAIGN, ACCESS YOUR DASHBOARD AND LOOK UNDER COMPLETED CAMPAIGNS AT THE BOTTOM OF THE SCREEN.



Completed Campaigns — **View All**

Review your completed campaigns,get final report data and/or duplicate a previous campaign to use again.

Campaign Name	Submit Date	Category	e-mail Count	Preview	Copy	Report	Campaign Summary
Super Sales February	2/4/2010 2:51:59 PM	Sales	5900			View	Preview

Customization: Brand your e-Strike e-mail!

We'll upload your web-ready creative at no additional charge.

- e-mail: **ContactNissan@supportcenter.net** with the images you would like loaded.

- Please follow the formats listed below:
    - Jpg file format
    - 72 dpi
  - Image size may vary based on where you want to load the image:
    - Banner: 592 x 147 pixels
    - Vehicles: 280 x 151 pixels
    - Dealer Logo: 173 x 96 pixels (You may choose your own Dealer Logo)
    - Featured Vehicle Images: 592 x 257 pixels

Creative fees may apply for custom creative requests.
- Please contact your Nissan MSR for details.

E-mail Cleansing Service Included

Prospect lists are cleansed to ensure the highest delivery rates possible. The e-mail cleanse process corrects e-mail addresses, such as:

customer@yaho.com TO customer@yahoo.com

noe-mail@noe-mail.com is flagged as a Bad e-mail and is sent off for e-mail append.

Corrects missing or incomplete .com, .net suffixes.

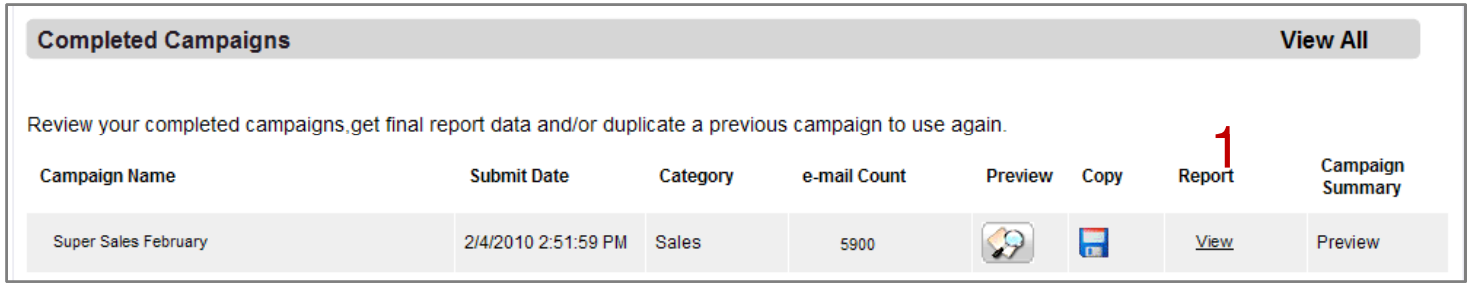
REPORTING:

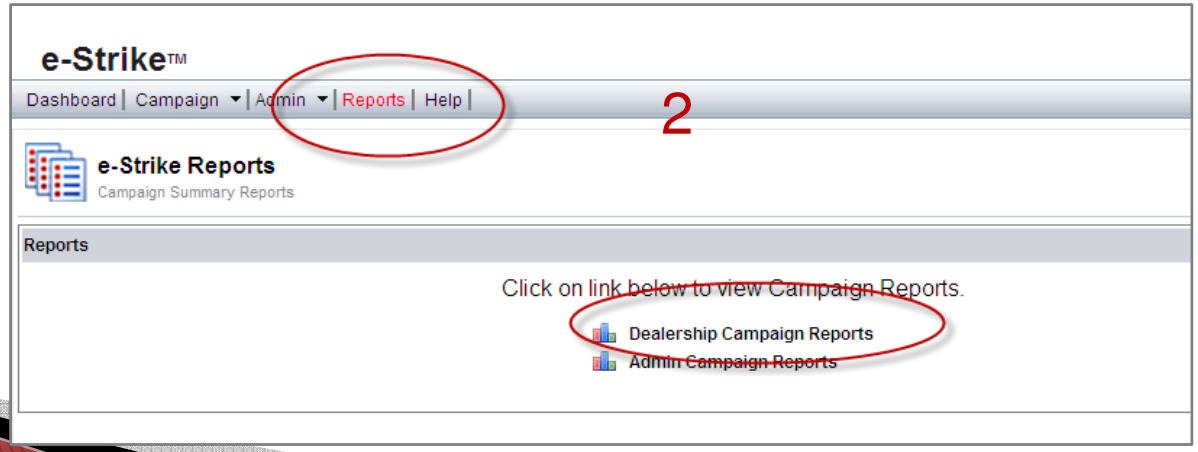
There are three reports that can be accessed within e-Strike

a) Performance by List

b) Performance by Domain

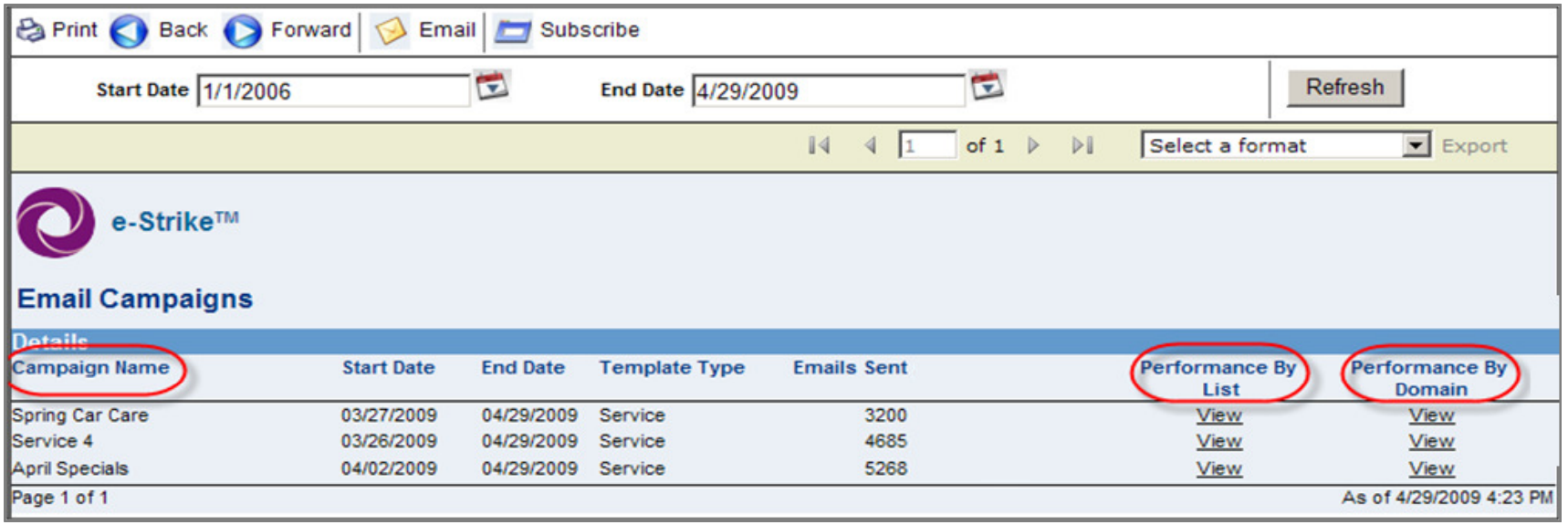
Reports can be viewed through 1) the Completed section on the Dashboard or 2) via the Reports link on the top menu bar.





REPORTING Cont.:

Once in the reporting module, the reports will be listed by campaign name and sorted with most recent deployed campaign on top:



1) Campaign Name: List of deployed campaigns
2) Performance by List: Campaign performance at the list level
   a. Report is available 24 hours POST campaign deployment
3) Performance by Domain: Campaign performance at the domain level
   a. Report is available 24 hours POST campaign deployment

REPORTING: Performance by List

Results are at the campaign level for your DEALER. This report is available 24 hours post campaign deployment. Because open rates are skewed by the preview pane *and* images being turned on/off, this metric is not widely recognized within the industry as being reliable. It is standard in the newer e-mail clients to have images turned off until the recipient either adds the sender to a white list or the recipient turns on images. With images turned off, the transparent pixel we use to track opens will not render and therefore will not track back as an open. Further, open rates will be counted for e-mails seen in a preview pane with images turned on, even though the customer may not have read the e-mail. Note, this report will be available to view 24 hours after campaign deployment.

Commonly Used Terms:

Hard Bounce: E-mail that has bounced back to the sender undelivered without having been accepted by the recipient's mail server. For example, e-mail addresses that no longer exist at the domain or have been spelled incorrectly, such as customer @yaho.com instead of customer@yahoo.com.

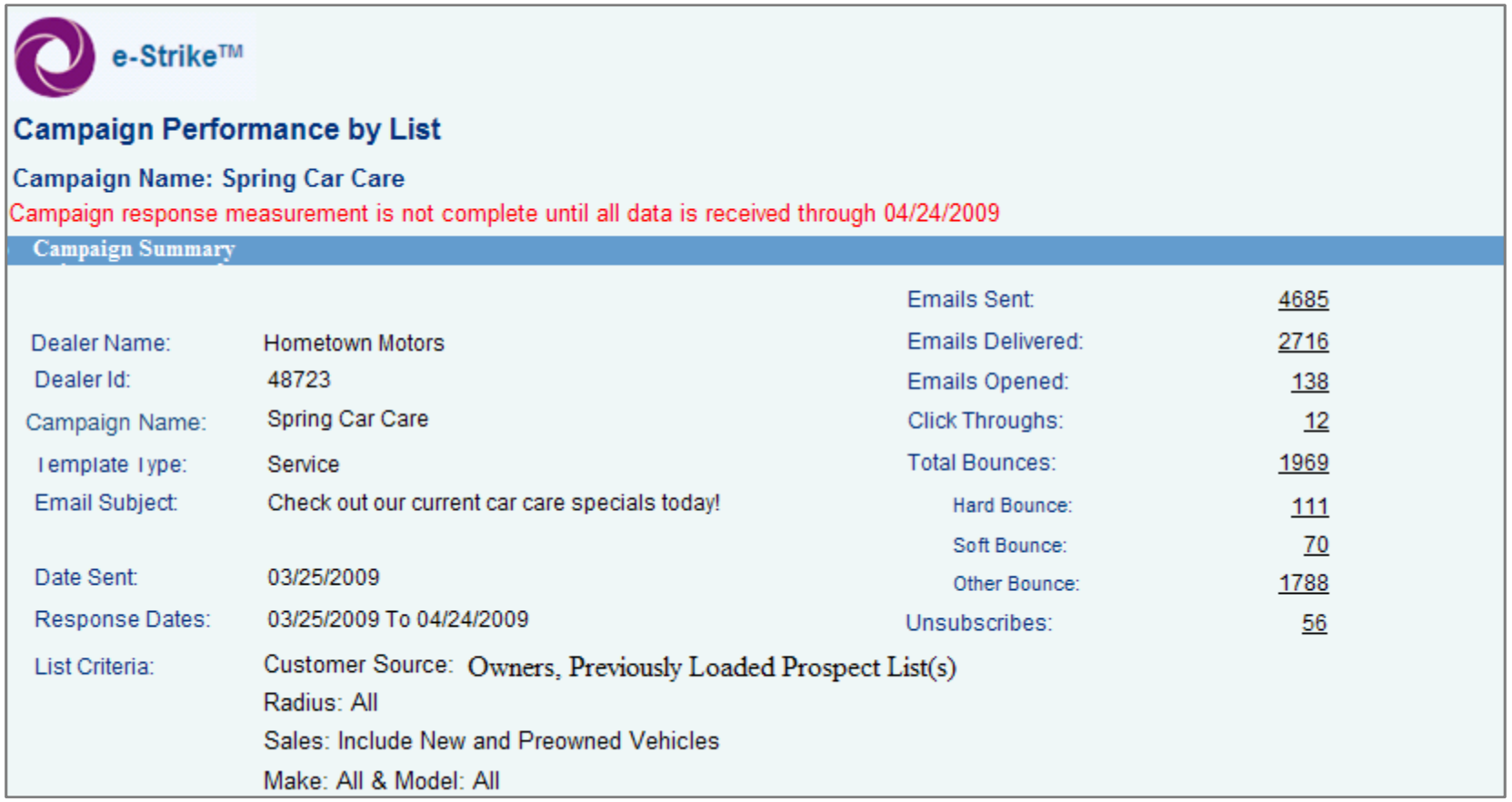
Soft Bounce: E-mail that has bounced back to the sender undelivered after it has already been accepted by the recipient's mail server. For example, a recipient's e-mail inbox is full or an "out of office" notification is turned on.

Unsubscribe: A request by a recipient to be removed from future e-mail communications. This total includes both clicks completed via the footer link, and by the recipient clicking the spam button provided by his/her e-mail client.

Unique Click-Through: The initial process of a single visitor clicking on a Web advertisement and/or link and going to the advertiser's Web site.

REPORTING: Performance by List

Sample of a Performance by List Report:



e-Strike™

Campaign Performance by List

Campaign Name: Spring Car Care

Campaign response measurement is not complete until all data is received through 04/24/2009

Campaign Summary

		Emails Sent:	4685
Dealer Name:	Hometown Motors	Emails Delivered:	2716
Dealer Id:	48723	Emails Opened:	138
Campaign Name:	Spring Car Care	Click Throughs:	12
Template Type:	Service	Total Bounces:	1969
Email Subject:	Check out our current car care specials today!	Hard Bounce:	111
		Soft Bounce:	70
Date Sent:	03/25/2009	Other Bounce:	1788
Response Dates:	03/25/2009 To 04/24/2009	Unsubscribes:	56
List Criteria:	Customer Source: Owners, Previously Loaded Prospect List(s) Radius: All Sales: Include New and Preowned Vehicles Make: All & Model: All		

REPORTING: Performance by List

e-Strike™

Campaign Performance by List

Campaign Name: Spring Car Care

Campaign response measurement is not complete until all data is received through 04/24/2009

Campaign Summary

Dealer Name:	Hometown Motors
Dealer Id:	48723
Campaign Name:	Spring Car Care
Template Type:	Service
Email Subject:	Check out our current car care specials today!
Date Sent:	03/25/2009
Response Dates:	03/25/2009 To 04/24/2009
List Criteria:	Customer Source: Owners, Previously Loaded Prospect List(s) Radius: All Sales: Include New and Preowned Vehicles Make: All & Model: All

1	Emails Sent:	4685
2	Emails Delivered:	2716
3	Emails Opened:	138
4	Click Throughs:	12
5	Total Bounces:	1969
6	Hard Bounce:	111
7	Soft Bounce:	70
8	Other Bounce:	1788
9	Unsubscribes:	56
10		
11		

Note: Values that have underline are have drill down feature in order to see category features

1) Response Dates: Report details are for a 30 day period.
2) List Criteria: Customer selection criteria for the campaign results being displayed.
3) e-mails Sent: Number of e-mails deployed for this campaign.
4) e-mails Delivered: Number of e-mails delivered for this campaign.
5) e-mails Opened: Number of e-mails that have been opened.
6) Click Throughs: Number of customers who have clicked through content in the e-mail.
7) Total Bounce: Total number of e-mails that have bounced.
8) Hard Bounce: Total number of e-mails that have bounced back to the sender undelivered without having been accepted by the recipient's e-mail server (i.e.: e-mail addresses that no longer exist at the domain).
9) Soft Bounce: *: Total number of e-mail*s that have bounced back to the sender undelivered after it has already been accepted by the recipient's mail server (i.e.: a recipient's e-mail inbox is full or an "out of office" notification is turned on.
10) Other Bounce: Total number of e-mails that have bounced back to the sender undelivered without having been accepted by the recipient's e-mail server (i.e.: technical issues at customer's e-mail server).
11) Unsubscribes: A request by a recipient to be removed from future e-mail communications.

REPORTING: Performance by List

e-Strike™

Campaign Performance by List

Campaign Name: Spring Car Care

Campaign response measurement is not complete until all data is received through 04/24/2009

Campaign Summary

Dealer Name:	Hometown Motors
Dealer Id:	48723
Campaign Name:	Spring Car Care
Template Type:	Service
Email Subject:	Check out our current car care specials today!
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Click Throughs:	12
Total Bounces:	1969
Hard Bounce:	111
Soft Bounce:	70
Other Bounce:	1788
Unsubscribes:	56

Note: Values that have underline are have drill down feature in order to see category features

Sample of e-mails Sent using drill down feature:

e-Strike™

Campaign Name: Spring Car Care

Campaign Date: 03/27/2009

Details - Emails Sent

Customer Type	First Name	Last Name	Email Address	Address	City	State	ZipCode	Home Phone	Work Phone
Company					South Jordan	Utah	84095		
Company					Salt Lake City	Utah	84117	801-266-3054	801-268-8863
Company					Spokane Valley	Washington	99212	519-535-7738	
Company					Kearns	Utah	84118	801-968-2045	801-554-5686
Company					Midvale	Utah	84047	801-548-6298	801-815-0203
Individual					Casper	Wyoming	82609	307-421-1305	
Individual					Spanish Fork	Utah	84660	801-794-0675	
Individual					Murray	Utah	84123	801-916-7701	801-918-0773
Individual					West Valley	Utah	84128	955-8258	913-8384
Individual					Taylorsville	Utah	84123	801-347-1101	
Individual					Salt Lake City	Utah	84128	801-651-1364	
Individual					West Jordan	Utah	84084	801-840-1591	801-594-7125
Individual					Draper	Utah	84020	801-523-1196	801-680-1050
Individual					North Salt Lake	Utah	84054	801-599-3351	
Individual					Salt Lake City	Utah	84116	801-671-9835	
Individual					Salt Lake City	Utah	84108	801-581-9244	
Individual					Midvale	Utah	84047	801-255-7462	
Individual					Murray	Utah	84121	801-598-0656	
Individual					Salt Lake City	Utah	84120	801-966-6226	

*For privacy reasons, First Name, Last Name, e-mail Address and Address have been removed from report **samples.**

REPORTING: Performance by Domain

This is report is available 24 hours post campaign deployment. Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

Sample of Performance by Domain Report:

e-Strike™

Campaign Performance by Domain

Campaign Name: April Specials

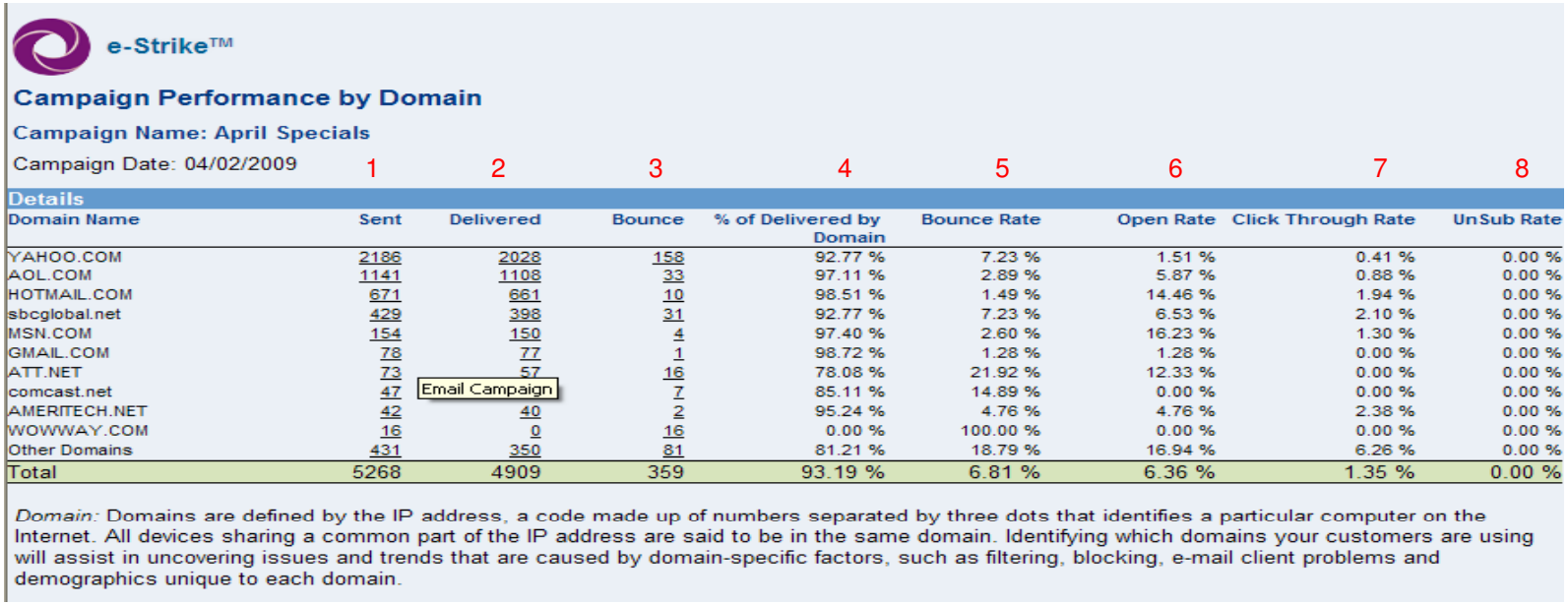
Campaign Date: 04/02/2009

Details

Domain Name	Sent	Delivered	Bounce	% of Delivered by Domain	Bounce Rate	Open Rate	Click Through Rate	UnSub Rate
YAHOO.COM	2186	2028	158	92.77 %	7.23 %	1.51 %	0.41 %	0.00 %
AOL.COM	1141	1108	33	97.11 %	2.89 %	5.87 %	0.88 %	0.00 %
HOTMAIL.COM	671	661	10	98.51 %	1.49 %	14.46 %	1.94 %	0.00 %
sbcglobal.net	429	398	31	92.77 %	7.23 %	6.53 %	2.10 %	0.00 %
MSN.COM	154	150	4	97.40 %	2.60 %	16.23 %	1.30 %	0.00 %
GMAIL.COM	78	77	1	98.72 %	1.28 %	1.28 %	0.00 %	0.00 %
ATT.NET	73	57	16	78.08 %	21.92 %	12.33 %	0.00 %	0.00 %
comcast.net	47	40	7	85.11 %	14.89 %	0.00 %	0.00 %	0.00 %
AMERITECH.NET	42	40	2	95.24 %	4.76 %	4.76 %	2.38 %	0.00 %
WOWWAY.COM	16	0	16	0.00 %	100.00 %	0.00 %	0.00 %	0.00 %
Other Domains	431	350	81	81.21 %	18.79 %	16.94 %	6.26 %	0.00 %
Total	5268	4909	359	93.19 %	6.81 %	6.36 %	1.35 %	0.00 %

Domain: Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

REPORTING: Performance by Domain



e-Strike™

Campaign Performance by Domain

Campaign Name: April Specials

Campaign Date: 04/02/2009

	1	2	3	4	5	6	7	8
Details								
Domain Name	**Sent**	**Delivered**	**Bounce**	**% of Delivered by Domain**	**Bounce Rate**	**Open Rate**	**Click Through Rate**	**UnSub Rate**
YAHOO.COM	2186	2028	158	92.77 %	7.23 %	1.51 %	0.41 %	0.00 %
AOL.COM	1141	1108	33	97.11 %	2.89 %	5.87 %	0.88 %	0.00 %
HOTMAIL.COM	671	661	10	98.51 %	1.49 %	14.46 %	1.94 %	0.00 %
sbcglobal.net	429	398	31	92.77 %	7.23 %	6.53 %	2.10 %	0.00 %
MSN.COM	154	150	4	97.40 %	2.60 %	16.23 %	1.30 %	0.00 %
GMAIL.COM	78	77	1	98.72 %	1.28 %	1.28 %	0.00 %	0.00 %
ATT.NET	73	57	16	78.08 %	21.92 %	12.33 %	0.00 %	0.00 %
comcast.net	47	Email Campaign	7	85.11 %	14.89 %	0.00 %	0.00 %	0.00 %
AMERITECH.NET	42	40	2	95.24 %	4.76 %	4.76 %	2.38 %	0.00 %
WOWWAY.COM	16	0	16	0.00 %	100.00 %	0.00 %	0.00 %	0.00 %
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Domain: Domains are defined by the IP address, a code made up of numbers separated by three dots that identifies a particular computer on the Internet. All devices sharing a common part of the IP address are said to be in the same domain. Identifying which domains your customers are using will assist in uncovering issues and trends that are caused by domain-specific factors, such as filtering, blocking, e-mail client problems and demographics unique to each domain.

1) Sent: Total number of e-mails sent to that Domain.
2) Delivered: Total number of e-mails delivered to that Domain.
3) Bounce: Total number of e-mails that have bounced.
4) % of Delivered by Domain: % of e-mails delivered to that domain using a calculation of Delivered / Sent.
5) Bounce Rate: % of total e-mails that have bounced for that domain. Uses calculation of Bounce / Sent.
6) Open Rate: % of customers who have opened e-mail using a calculation of Open Rate / Delivered.
7) Click Through Rate: % of customers who have clicked through e-mail using a calculation of Click Through Total / Delivered.
8) Unsubscribe Rate: % of customers who have unsubscribed using a calculation of Unsubscribe Total / Delivered.

REPORTING: Performance by Domain

e-Strike™

Campaign Performance by Domain

Campaign Name: April Specials

Campaign Date: 04/02/2009

Note: Values that are underlined have a drill down feature in order to see category details and customer information.

Details

Domain Name	Sent	Delivered	Bounce	% of Delivered by Domain	Bounce Rate	Open Rate	Click Through Rate	UnSub Rate
YAHOO.COM	2186	2028	158	92.77 %	7.23 %	1.51 %	0.41 %	0.00 %
AOL.COM	1141	1108	33	97.11 %	2.89 %	5.87 %	0.88 %	0.00 %
HOTMAIL.COM	671	661	10	98.51 %	1.49 %	14.46 %	1.94 %	0.00 %
sbcglobal.net	429	398	31	92.77 %	7.23 %	6.53 %	2.10 %	0.00 %
MSN.COM	154	150	4	97.40 %	2.60 %	16.23 %	1.30 %	0.00 %
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ATT.NET	73	57	16	78.08 %	21.92 %	12.33 %	0.00 %	0.00 %
comcast.net	47	40	7	85.11 %	14.89 %	0.00 %	0.00 %	0.00 %
AMERITECH.NET	42	40	2	95.24 %	4.76 %	4.76 %	2.38 %	0.00 %
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Sample of e-mails Sent using drill down feature:

Print | Back | Forward | Email | Subscribe

Refresh

1 of 13 | Select a format | Export

e-Strike™

Campaign Name: Spring Car Care

Campaign Date: 03/27/2009

Details - Emails Sent by YAHOO.COM

Customer Type	First Name	Last Name	Email Address	Address	City	State	ZipCode	Home Phone	Work Phone
Company					Midvale	Utah	84047	801-548-6298	801-815-0203
Individual					Spanish Fork	Utah	84660	801-794-0675	
Individual					Taylorsville	Utah	84123	801-347-1101	
Individual					Salt Lake City	Utah	84128	801-651-1364	
Individual					West Jordan	Utah	84084	801-840-1591	801-594-7125
Individual					North Salt Lake	Utah	84054	801-599-3351	
Individual					Salt Lake City	Utah	84108	801-581-9244	
Individual					West Jordan	Utah	84084	801-969-5913	801-280-4745
Individual					Slc	Utah	84117	801-277-7620	
Individual					West Jordan	Utah	84088	801-566-3358	801-646-4273
Individual					Layton	Utah	84040	801-771-8874	801-776-6566
Individual					Sandy	Utah	84070	801-571-8926	801-883-4018
Individual					Farmington	Utah	84025	330-1039	
Individual					West Jordan	Utah	84084	801-282-0128	
Individual					West Valley City	Utah	84120	801-849-2462	801-486-0144
Individual					Kearns	Utah	84118	801-913-7373	801-262-6428
Individual					Holladay	Utah	84117	801-949-7949	801-277-5813
Individual					West Valley City	Utah	84119	801-347-2666	801-604-9554

*For privacy reasons, First Name, Last Name, e-mail Address and Address have been removed from report **samples.**

REPORTING: Tips

Each report view provides the following functionality:

1) Print capability
2) Back Button: Allows for you to go back to previous screen/page.
3) Forward Button: Allows for you to move forward to next screen/page.
4) e-mail: Option allows ability to e-mail report details.
5) Subscribe: Option allows for ability to schedule report to run at given day or time.
6) Refresh: Allows report to be refreshed.
7) Export Feature: Allows report to be exported to various format types by selecting the format type and hitting Export.

THANK YOU

Dealer Direct Marketing

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