



Owner Retention
Experience

Kia Owner Retention Experience

Additional Communications & Products to Complement the Fixed Operations Program



The KORE Accelerator¹ Program - \$595 Monthly

A KDCS Program that is eligible for 100% reimbursement using DAS funds!*

	Voice	Email	Text
Phone, Email and Address Appends			
Deep Data Segmentation			
Equity Scoring Plus <ul style="list-style-type: none"> • Monthly Equity score of all customers in dealer's DMS • Receive daily reports, which summarize the equity positions of customers with a service appointment that day. 			
Market to Used Vehicles	✓	✓	✓
Delivers the Following Multi-Channel Campaigns:			
Unsold Showroom Prospect ² - 1 Day, 7 Days	✓		
Unsold Phone Prospect ² - 1 Day, 7 Days	✓		
Unsold Internet Prospect ² - 1 Day, 7 Days	✓		
Sales Appointment Reminder ² - 1 Day Prior	✓		✓
Lease Termination Series:			
120 Days - Start Planning for Your Lease Expiration	✓	✓	
90 Days - Returning Lessee Information	✓	✓	
60 Days - Inspection	✓	✓	
30 Days - New Model Introduction	✓	✓	
Happy Birthday	✓	✓	
Special Event Campaigns - 2 Per Month:			
Customer Appreciation Events	✓	✓	
Charity / Community Events	✓	✓	✓
Happy Anniversary - 3, 4 Years After Vehicle Purchase	✓	✓	

KORE Accelerator

¹ Must be enrolled in base KORE Program

² Dealer managed communication

* Based on available funds

KORE Accelerator Summary:

- Phone, email and address appends
- Responsive emails
- Save coupons to Digital Wallet (elective emails)
- Equity Scoring Plus
- Click-to-call
- Year/model merge fields
- Off-make and sales campaigns
- Seasonal emails available in Spanish
- Report subscriptions
- Custom dealership logo

Learn more or to enroll today:
Call us at **877.977.4542** or email
KiaHelp@KOREProgram.com.





Owner Retention
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Kia Owner Retention Experience

Additional Communications & Products to Complement the Fixed Operations Program



The NEW KORE Accelerator¹ Plus Program - \$720 Monthly

A KDCS Program that is eligible for 100% reimbursement using DAS funds!*

	Voice	Email	Text	Live Calls ⁴	Direct Mail ⁴	Social ²
Past Due Maintenance	✓	✓				✓
Phone, Email and Address Appends						
Deep Data Segmentation						
Equity Scoring Plus <ul style="list-style-type: none"> Monthly Equity score of all customers in dealer's DMS Receive daily reports, which summarize the equity positions of customers with a service appointment that day. Monthly communications to customers in positive equity on their current vehicle. 		✓		✓	✓	
Market to Used Vehicles	✓	✓	✓			
Delivers the Following Multi-Channel Campaigns:						
Unsold Showroom Prospect ³ - 1 Day, 7 Days	✓					
Unsold Phone Prospect ³ - 1 Day, 7 Days	✓					
Unsold Internet Prospect ³ - 1 Day, 7 Days	✓					
Sales Appointment Reminder ³ - 1 Day Prior	✓		✓			
Lease Termination Series:						
120 Days - Start Planning for Your Lease Expiration	✓	✓		✓	✓	
90 Days - Returning Lessee Information	✓	✓				
60 Days - Inspection	✓	✓				
30 Days - New Model Introduction	✓	✓		✓	✓	
Happy Birthday	✓	✓				
Special Event Campaigns - 2 Per Month:						
Customer Appreciation Events	✓	✓				
Charity / Community Events	✓	✓	✓			
Happy Anniversary - 3, 4 Years After Vehicle Purchase	✓	✓				
End of Warranty Series:						
2 Months	✓	✓				
1 Month	✓	✓				
At Warranty End	✓	✓		✓	✓	
End of Finance Term Series:						
6 Months	✓	✓		✓		
3 Months	✓	✓		✓		
At Finance Term End	✓	✓		✓		
High Decline Quote Series:						
14 Days After RO (If RO is \$300 or More)		✓		✓	✓	

KORE Accelerator Plus

Learn more or to enroll today:
Call us at **877.977.4542** or email
KiaHelp@KOREProgram.com.

¹ Must be enrolled in base KORE Program
² \$45 per month ad spend required
³ Dealer Managed Communication
⁴ Optional channel that can be added for an additional cost
 * Based on available funds
 © Included in the Base KORE Program

