Kia Email Program

DIGITAL AIR STRIKE | KIA

CONQUEST NEW BUYERS. OWN YOUR DATABASE. GET HUGE ROI.

Smart Conquest reaches in-market shoppers beyond your database. CDXP turns your data into more dollars.

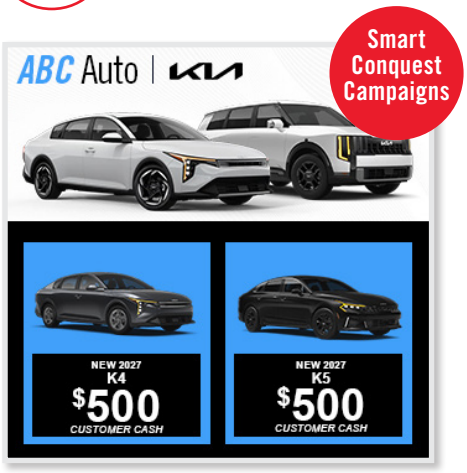




"We had amazing results from Digital Air Strike's Smart Conquest Campaigns! We reached over 2,400 new consumers outside our local Chicago market, sold more than a dozen vehicles, and bought four vehicles from consumers who were in the market to sell, not buy. Customers were still clicking on the email a week after it was sent. Thanks to Digital Air Strike for getting buyers and sellers into our dealership!"

JOHN DOOLIN
Bettenhausen Automotive

Bring in Consumers Ready To Buy



- ✓ Using AI-native technology, DAS identifies in-market buyers to drive new consumers to your dealership
- ✓ Consumers are targeted based on dozens of parameters including location, income, shopping behaviors, interests, and hobbies

Turn Ownership Into Opportunity



- ✓ Reach customers with relevant messages based on lease timing, equity position, and opportunities to upgrade
- ✓ CDXP helps restart sales conversations before a lease ends or customers begin shopping elsewhere

73%

HIGHER LEAD CONVERSION

with better data and targeted communications*

17%

LIFT IN SALES TRANSACTION VOLUME

on average with data-driven messaging*

Real results from real dealers using Smart Conquest and CDXP together. Your results may vary.

*DAS internal data sources January 2026.

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Top Product as Chosen at NADA

CDXP was awarded best solution by dealer judges at NADA Pitch Competition.

Recognized by Dealers, Year After Year

53 Dealers' Choice Awards since 2013 from Auto Dealer Today, for the 6th consecutive year.

100% DAS ELIGIBLE

SMART CONQUEST PRICING

Up to **30% Off** Retail Rates

Package	Frequency	Monthly Volume	Kia Special Pricing
Smart Conquest Defend	1x Month	25,000	$1,699
Smart Conquest Conquer	1x Month	50,000	$2,299
Smart Conquest Dominate	2x Month	50,000	$2,799
Smart Conquest Annihilate	2x Month	100,000	$3,399

Platform Creation for Smart Conquest packages is $799.

CDXP PRICING

Package	Frequency	Monthly Volume	Kia Special Pricing
CDXP Dominate	Unlimited	Unlimited	$2,999
CDXP Sales	Unlimited	Unlimited	$1,999
Flex Email (CDXP add-on)	As Needed	Varies	$599

CDXP packages carry a separate DMS/CRM data integration fee of $399/mo. Platform Creation for CDXP Dominate is $1,599. One-time Email Marketing Platform Creation of $799.



"Targeted, automated CDXP communications have driven high-quality web, phone, and foot traffic – along with new sales and service opportunities."

JASON LUZZI
General Manager, Jack Daniels Kia



"With CDXP, we can quickly launch the right message around the right product or dealership priority. The engagement insights help us understand ROI and what customers want to see from us."

KIMBERLY EAKIN
General Manager, Dennis Eakin Kia

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