



## AUTO CREDIT EXPRESS

Rebuilding America's Credit

# Improve Your ROI by Adding Subprime

## Subprime Internet Leads versus Traditional Media

### Consumers Looking for Help With Financing

When people in your area go online they find us. Give us a call today to see how we do it and what makes us different.

### Leads

Since 2001 Auto Credit Express (ACE) has been the leader in online subprime lead generation.

Benefits of our leads compared to other forms of advertising:

- Guaranteed Number of Leads – pay for what you get
  - With other forms of advertising you pay up front and have no idea what the response will be
- Customer Initiated
  - Our customers have proactively sought out your service and need to buy a car right now
- No giveaways to get the customer to respond
- Discreet
  - Will not tarnish you prime business.
- It's a customer that you'll rarely get with traditional forms of advertising.
  - They do not respond
  - They want to find the solution privately on their own time

Leads	
Leads	100
Total Cost	\$2,895
Sales	8
Total Gross	\$20,000
<b>ROI</b>	<b>690%</b>

Mail	
Pieces	5,000
Total Cost	\$3,800
Sales	3
Total Gross	\$7,500
<b>ROI</b>	<b>197%</b>

Print	
Newspaper	4 Runs
Total Cost	\$3,000
Sales	2
Total Gross	\$5,000
<b>ROI</b>	<b>167%</b>