



## **Dealerpeak Releases Enhanced E-mail Marketing Features**

*Better measurement tools, streamlined targeting among new features*

Portland, OR ([PRWEB](#)) June 29, 2003 -mail Marketing function. New features include the ability to more accurately measure E-mail campaign results, new selection criteria for zeroing in on the exact demographic that need to be contacted, and an enhanced editor for sending graphically rich messages.

Dealerpeak President, Jock Schowalter states "Marketing has always been a strong component of the Dealerpeak feature set. Since E-mail is such a cost effective way for a dealership to communicate with their customers, it naturally fits in with our product mix. Since it is integrated with the rest of our system it is more powerful and much easier to use than a stand alone E-mail marketing program. This also allows us to measure the effectiveness of any campaign where others can't."

Other marketing related features included with Dealerpeak are Classified Ad generation, web specials, and banner publishing. This in addition to the personalized web experience each customer receives.

About Dealerpeak - Dealerpeak is a privately held company located in Portland, Oregon. Dealerpeak provides dealerships with a comprehensive set of Internet-based tools to drive business on the showroom floor and online. Dealerpeak is a complete solution for dealers who seek to capture and measure customers on the phone, the floor and the web. For more information visit Dealerpeak's web site at [www.dealerpeak.com](http://www.dealerpeak.com)



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