

# **DIGITAL SOLUTIONS FOR CADILLAC DEALERSHIPS**

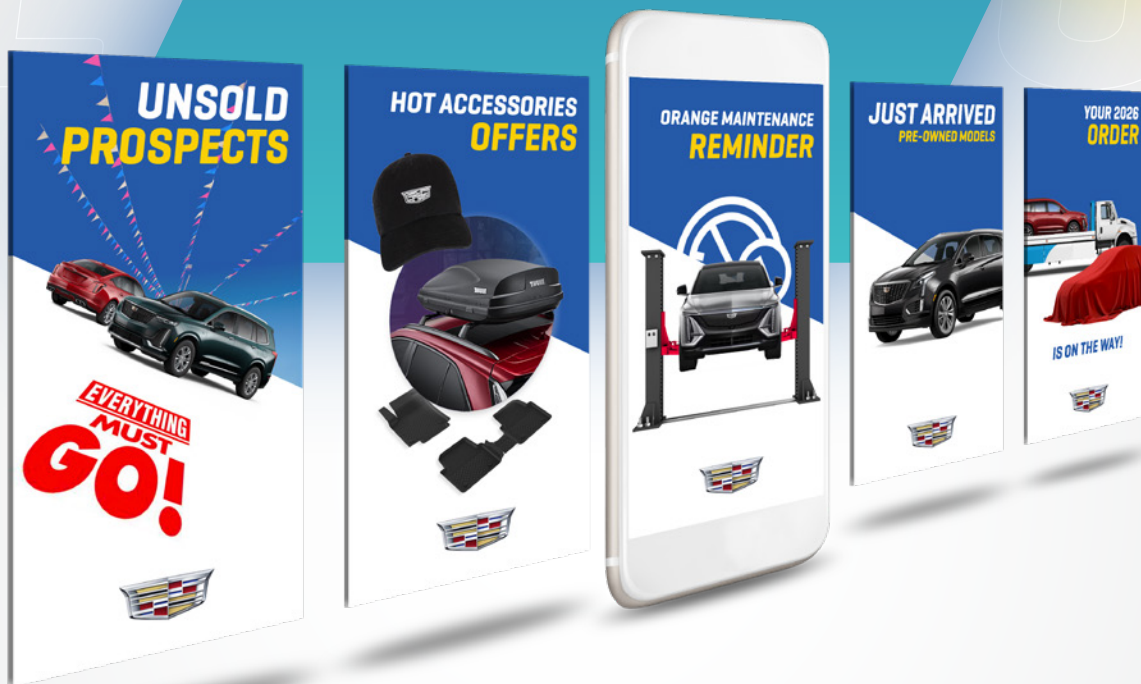


VICIMUS | *Cadillac*



# BUMPER RETENTION

Bumper helps automotive dealerships engage their customers through automated lifecycle communication. By leveraging customer data, it delivers personalized outreach across Email, SMS, Letters, Phone Calls and Voicemail to increase repeat service visits and drive customer loyalty. Dealers benefit from transparent reporting, proven ROI, and dedicated human support that ensures consistent performance.



## TURNING CUSTOMER DATA INTO LASTING DEALER LOYALTY

Bumper Retention is an automated lifecycle marketing solution built for dealers. It helps stores maintain ongoing relationships with their customers through consistent, data-driven communication. By combining advanced automation with tailored creative, Bumper ensures every customer receives the right message at the right time.

From service reminders and trade-in opportunities to lease renewals and post-sale engagement, Bumper empowers dealerships to turn one-time customers into lifelong advocates. Dealers can track results in real time through transparent reporting dashboards, and our team provides ongoing support and monthly strategy sessions to continuously improve campaign performance.

For dealerships looking to take customer engagement even further, Bumper offers live phone outreach, in-store consultation support, and professional lead management services—helping your team connect with customers personally and ensure every lead receives real, human attention.



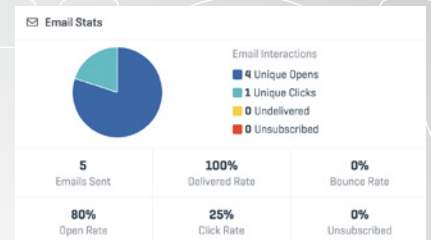
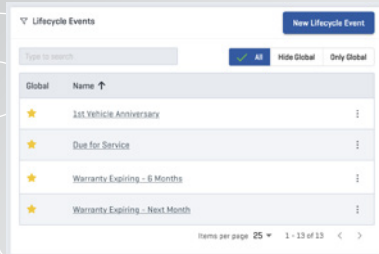
BOOK A DEMO AT [VICIMUS.COM/BUMPER](https://VICIMUS.COM/BUMPER)

✉ [SALES@VICIMUS.COM](mailto:SALES@VICIMUS.COM) ☎ 1-866-504-8822



# BUMPER

## FEATURES



### LIFECYCLE AUTOMATION

Automated follow-ups for service, lease renewal, trade-in events, and more using Bumper's intelligent rules engine.

### BUMPER RETENTION CAMPAIGNS

Personalized retention campaigns using customer preferred channels to keep customers engaged between visits.

### TRANSPARENT CAMPAIGN REPORTING

Dealers enjoy full visibility into real-time campaign metrics, including engagement and ROI analytics across all messaging and departments.



### DEDICATED PERFORMANCE MANAGER

Every dealer receives a dedicated manager / campaign specialist to stage, assist with audience creation, creative and deployment as well as monitor results, provide insights, and conduct monthly reviews.

ID	File	Date	Status	Total	Actions
115045	DMS Import	Nov 18, 2025, 2:03:07 AM	Completed	39	<a href="#">View</a> <a href="#">Refresh</a> <a href="#">Delete</a>
114821	DMS Import	Nov 16, 2025, 2:02:38 AM	Completed	21	<a href="#">View</a> <a href="#">Refresh</a> <a href="#">Delete</a>
114712	DMS Import	Nov 15, 2025, 2:03:17 AM	Completed	20	<a href="#">View</a> <a href="#">Refresh</a> <a href="#">Delete</a>
113900	DMS Import	Nov 8, 2025, 2:02:58 AM	Completed	31	<a href="#">View</a> <a href="#">Refresh</a> <a href="#">Delete</a>
113780	DMS Import	Nov 7, 2025, 2:03:14 AM	Completed	28	<a href="#">View</a> <a href="#">Refresh</a> <a href="#">Delete</a>
113672	DMS Import	Nov 6, 2025, 2:04:04 AM	Completed	29	<a href="#">View</a> <a href="#">Refresh</a> <a href="#">Delete</a>

### DIRECT DATA INTEGRATION

Bumper securely connects to dealership systems to collect data directly from the DMS, CRM, OEM lists, and other approved customer data sources — ensuring campaigns are always driven by accurate, up-to-date information.

# BUMPER

## \$2100 PER MONTH INCLUDES

- ✓ UNLIMITED EMAILS
- ✓ UNLIMITED SMS
- ✓ UNLIMITED RINGLESS VOICEMAIL CAMPAIGNS
- ✓ UNLIMITED PERSONAL WEBPAGES
- ✓ SMS 2-WAY CONVERSATION TOOL
- ✓ BEHAVIORAL TRACKING LEAD GENERATOR
- ✓ FACEBOOK & GOOGLE ADS
- ✓ INVENTORY ADS
- ✓ CUSTOMER DATA INTEGRATION
- ✓ VEHICLE DATA INTEGRATION
- ✓ CAMPAIGN AUTOMATION
- ✓ CUSTOM GRAPHIC DESIGN
- ✓ CUSTOMIZED CAMPAIGN STRATEGY
- ✓ FULLY MANAGED ACCOUNT
- ✓ ONGOING SPLIT TESTING TO OPTIMIZE RESULTS
- ✓ COMPREHENSIVE CAMPAIGN REPORTING
- ✓ MONTHLY STRATEGY SESSIONS
- ✓ CUSTOMER LIFECYCLE AUTOMATION
- ✓ RETENTION AND PROMOTIONAL CAMPAIGNS
- ✓ CUSTOM CREATIVE FOR ALL CAMPAIGNS
- ✓ DEDICATED PERFORMANCE MANAGER
- ✓ ONGOING TRAINING AND SUPPORT
- ✓ UNLIMITED CAMPAIGNS AND SCHEDULES
- ✓ EMAIL, SMS, AND RINGLESS VOICEMAIL DELIVERY
- ✓ TRANSPARENT REPORTING ACROSS THE PLATFORM
- ✓ MONTHLY SUMMARY REPORTING
- ✓ MONTHLY STRATEGY SESSION
- ✓ DIRECT AND SECURE DMS, CRM, AND OEM DATA INTEGRATION

### ADD-ONS:



**OUTBOUND CALLS**  
\$2.50 per record



**PERSONALIZED LETTERMAIL**  
\$2.50 per record

# À-LA-CARTE SERVICES

**Bumper Ads** delivers VIN-specific Meta advertising that automatically syncs with your live inventory to showcase your vehicles in real time across multiple advertising channels. Campaigns are dynamically generated to target shoppers with creative and messaging designed to drive conversions. This fully automated system ensures every ad stays current and performance-driven with no manual intervention.

PRICE:

**\$995** / MONTH

+ Marketing Spend

**SMS Management** from our Canadian BDC team gives your dealership a compliant and centralized way to have all customer text conversations managed, ensuring quick, human responses and consistent communication throughout the ownership journey.

PRICE:

**\$750** / MONTH

**Inbound Phone Calls** provides professional call answering through our Canadian BDC for any campaigns or overflow needs, ensuring no customer inquiry goes unanswered. Our team handles inbound calls with your campaign context in mind, booking appointments and capturing leads. This service can be seamlessly added to any campaign to enhance customer experience and conversion rates.

PRICE:

**\$2.95** / CALL

**Outbound Phone Calls** [5 Attempts] ensure every customer receives timely outreach with up to five professional follow-up attempts per campaign, maximizing appointment show rates and long-term retention. Our BDC will work to get your message in front of your customers, with all the results tracked directly in Bumper.

PRICE:

**\$3.95** / CUSTOMER

**Custom Direct Mail** delivers printed campaign messages to the customers Bumper identifies for that specific outreach, providing an additional touchpoint beyond digital communication. Each qualifying customer receives a personally addressed postcard or letter sent through standard mail, providing a tangible, reliable method of outreach that complements digital communication channels.

PRICE:

**\$2.95** / PRODUCT

## Welcome Package

A personalized welcome package sent to new vehicle owners, combining dealership-specific branding with vehicle-level details. Each piece provides key information about the customer's vehicle, ownership benefits, service recommendations, and how to engage with the dealership—helping set expectations, build trust, and establish an ongoing relationship from day one.

PRICE:

**\$4.50** / PRODUCT

**Unaddressed Mail** provides broad local coverage using eye-catching creative and OEM-aligned messaging to reach potential customers in your specific market area and expand dealership awareness.

PRICE:

**\$0.65** / PRODUCT

## SMS Only Campaign

An SMS Only Campaign is a standard Bumper Retention campaign, targeting your compliant customers through SMS and providing full access to the SMS Inbox to manage replies, create appointments and setup SMS confirmation messages. This is a package for dealers who are not on Bumper Retention.

PRICE:

**\$795** / MONTH

## Ringless Voicemail Campaign

A Ringless Voicemail Campaign is a strategic option to broadcast a personal message from your dealership to your customers, leaving a voicemail directly on their cell phone. Bumper verifies phone numbers before launch, allowing you to target eligible customers on the correct phone number. This is a package for dealers who are not on Bumper Retention.

PRICE:

**\$995** / MONTH



# BUMPER

## EVENT SERVICES

### Self-Hosted Event (Tech Package)

A Self-Hosted Event is a Bumper campaign built specifically by our Bumper Events team, leveraging all Bumper channels to drive qualified traffic to your store with unlimited emails, SMS and Ringless Voicemails.

PRICE:

**\$1,995**

### Silver Event

A Silver Bumper Event is an Appointment Driven sales event at your dealership and also includes a dedicated Performance Manager, follow-up campaigns for 30 days, a Brand Ambassador in-store for 1 day of the Event and calls to 300 customers from our Canadian BDC to help drive appointments.

PRICE:

**\$6,495**

### Gold Event

A Gold Bumper Event is an Appointment Driven sales event at your dealership and also includes a dedicated Performance Manager, follow-up campaigns for 30 days, a Brand Ambassador in-store for 3 days of the Event and calls to 500 customers from our Canadian BDC to help drive appointments.

PRICE:

**\$8,995**

### Diamond Event

A Diamond Bumper Event is an Appointment Driven sales event at your dealership and also includes a dedicated Performance Manager, follow-up campaigns for 30 days, a Brand Ambassador in-store for 3 days of the Event and calls to 1000 customers from our Canadian BDC to help drive appointments. The Diamond Event also includes an additional setup day with the Brand Ambassador to prepare for the sale, a custom mailed invitation to customers and \$1000 Meta Ads spend supporting the sale.

PRICE:

**\$14,995**

