



After the handshake...
How do you connect
with your **customers?**



Find email addresses for your customers with Gear Synch!

Gear Synch's MailMatch™ service finds email addresses for dealership customers by searching opt-in consumer email databases for matching records.

MailMatch™ finds email addresses for as many as 25% of a dealer's customer base and offers dealers the opportunity to jump-start on-line customer contact in as few as 10 days! Dealers are only charged for the email addresses of customers who wish to receive emails from the dealership.

Optional data extraction and integration services allow update of customer records in dealer DMS with newly located email address. GLB and CAN-SPAM compliant.

Why MailMatch™?

HIGH MATCH RATES

We use multiple opt-in databases so you get the highest possible match rates.

RESULTS THAT WORK

You get accurately matched email addresses all verified with address authentication.

100% OPT-IN

All emails are permission-based and CAN-SPAM compliant.

BROKER SAVINGS

Gear Synch works with the largest and most reputable email database owners and passes the savings to you!

FAST TURNAROUND

Receive your enhanced records within 10 days!

How it Works

- 1) After execution of a mutual non-disclosure agreement, a dealer sends their customer database to Gear Synch. Alternatively, Gear Synch can extract customer information directly from a dealer's DMS database (ADP and Rey/Rey only).
- 2) The dealer's customer names and postal addresses are washed against our partners' databases to locate matching email addresses.
- 3) An "opt-out" email is sent to each matching record, confirming permission to communicate with the customer via email. Dealers are not charged for any customers that opt-out, or for email addresses that are non-deliverable, but these files are still provided to the dealer - and at no additional cost.
- 4) At the completion of the process, all matches are still provided to the dealer at no additional cost.



GEAR SYNCH

Engage your customers