



*GasReward is a **simple**
web-based **email collection tool***

*which uses a gas
card reward for
dealership visitors
who register their
email address with
the dealer.*

Why GasReward?

- No cost to dealership! Cost of monthly gas card reward is sponsored by Gear Synch
- Leverage web traffic from dealer's website by capturing email address for visitors who have already demonstrated interest in dealership
- Passive system works even when the dealership is closed - 24 hours a day / 7 days a week!

How it Works:

- Step 1 - Dealer places GasReward logo on their website and links to customized registration page provided by Gear Synch
- Step 2 - Visitor to dealer website clicks on GasReward logo which sends visitor to customized email registration page for dealership
- Step 3 - Visitor registers and is entered into monthly drawing for one of ten (10) \$300 gas cards; prize insurance provided by Gear Synch. Visitor is eligible for monthly gas card drawings until they opt-out of email communications from dealership or until dealership discontinues GasReward service
- Step 4 - Dealer requests updated email list from Gear Synch as often as once/month



GEAR SYNCH

Engage your customers