



InteractRV

Drive Better Leads, Close More Deals With Automated Email Marketing





How to Turn Missed Opportunities Into Sales With Smart Automation

Leads are slipping through your fingers. Every month, potential buyers visit your website, browse your inventory, and vanish—taking their wallets with them. You don't have time to chase every lead, but every missed opportunity feels like a step backward.



**Every lead you lose, your competitor gains.
Can you afford to let them win?**

Learn how Automated Email Marketing turns website traffic into actionable sales, re-engage buyers who don't commit on the first try, and even keep past customers coming back.

Why Leads Slip Through the Cracks

Let's explore the challenges you might be facing with your leads. Picture this:

Visitors Come and Go Without Converting: Up to 98% of website visitors leave without filling out a form or making contact. Those are real buyers walking away with no way for you to reach them again.

- **Solution:** You need a way to reliably engage your website traffic even if they don't reach out to you directly, and timing can make all the difference. Prompt follow-up with relevant inventory or services is the best way to be proactive, without being overbearing.

Aging Inventory Costs You: Units that sit idle don't just take up space; they chip away at your bottom line. Not only does it cost you floor space, but it costs you interest and narrows your margins. The longer it takes to sell, the more aggressive discounts and promotions you'll need to move your units.

- **Solution:** Look for a proactive marketing tool that allows you to highlight the units you need to move the most. Whether it's aged inventory, new arrivals, or recently discounted units, you should aim for a solution that will identify these factors automatically, and promote them according to your needs.

The Solution: When your dealership is busy, high-intent leads are missed. Automated Email Marketing adds an always-on follow-up layer that moves every shopper to the next step of their buying journey.

How Automated Email Marketing Changes the Game

Turn missed leads into sales-ready conversations—automatically. Here's how:

- **Behavior-based, not blasts.** If a shopper viewed Class A rigs, AEM emails Class A—not toy haulers. Every touch is data-driven.
- **Re-engage silent browsers automatically.** Visitors who leave get reminders of the exact units they viewed and promos they missed.
- **Keep buyers coming back.** Post-sale drips for service, accessories, and trade-in offers build repeat business.
- **Know what's working.** Opens, clicks, and unit views roll up into clear insights so you can act on what moves shoppers.

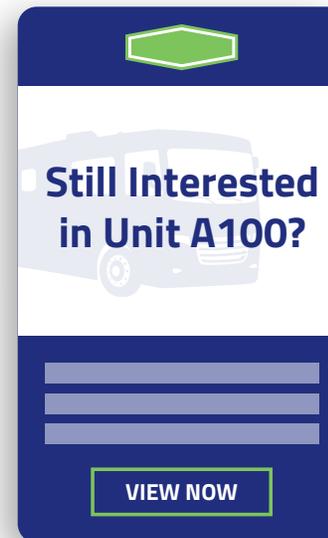
The collage features three overlapping digital marketing elements:

- Product Listing:** A card for the "New 2024 Coachmen RV Mirada 29FW" featuring an image of the RV, a "SIGN UP" button, and a "PRICE DROP ALERT" button. A price tag shows "Sale Price: \$114,950".
- Email Preview:** An email from "Platinum RV" with the subject "Your New Model A100". The body text says: "Hi Jenny, Are you enjoying your new Model A100? Before you hit the road this summer, be sure you check out our latest accessories!" with a "SEE ACCESSORIES" button.
- Form:** A "Get Price Drop Alerts" form with fields for "First Name", "Last Name", "Email", and "Phone". It includes an "Alert Preference" section with checkboxes for "Email" and "Text", and a "SIGN UP" button.

Win with InteractRV's Automated Email Marketing

Here are examples tailored to how buyers think and act online:

- **Inventory Spotlights:** Highlight new arrivals, in-demand models, or aging inventory that needs to be moved.
"Check out our available 2024 Phoenix 373MBRB before it's gone! Don't miss our top picks—view them now."
- **Price Drop Alerts:** Notify interested buyers about reduced pricing on units they've viewed or saved.
"Good news! The 2022 Sunseeker 2250 SLE you loved just got a price cut. Claim the savings here!"
- **Buyback or Trade-In Offers:** Entice owners to upgrade by offering buy-back deals or attractive trade-in opportunities.
"Get top dollar for your trade and leave with an upgrade. Explore your options today."
- **Service and Accessory Promotions:** Recruit existing customers back with maintenance offers or parts discounts.
"Keep your motorhome road-ready. This weekend, save 15% on parts when you schedule service!"



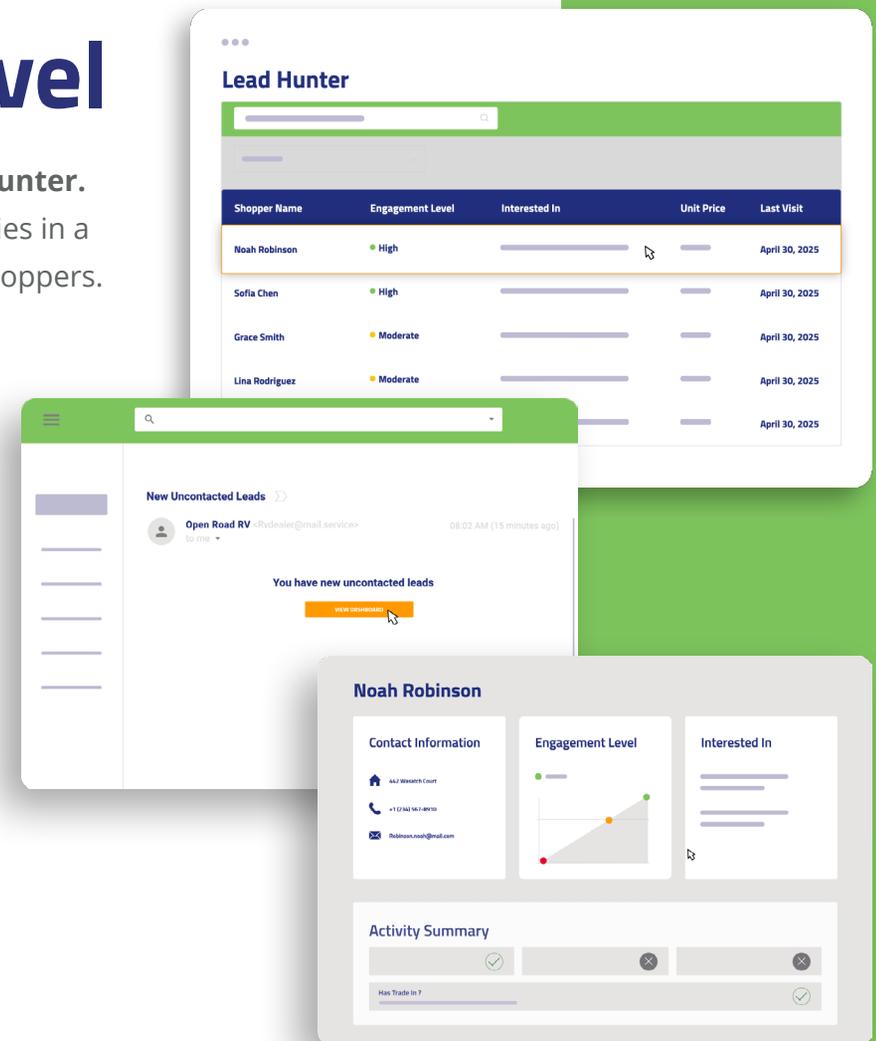
Take Automated Email Marketing to the Next Level

InteractRV gives you more control over your lead management with **Lead Hunter**. Not just another lead-tracking tool; actively see buyers' interests and activities in a convenient dashboard and strengthen your engagement with interested shoppers.

Key Features to Give You an Edge:

- **Profiles Built for Precision:** Lead Hunter tracks a visitor's activity on your website, collecting data about what they've browsed, how long they've stayed, and which pages they've returned to. Their digital behavior paints a clear picture of what they want and how close they are to buying.
- **Real-Time Alerts:** Imagine knowing exactly when a lead checks inventory three days in a row or revisits a unit they initially passed on. With Lead Hunter, you'll get these alerts, so your team can reach out while the interest is fresh.
- **Streamlined Sales Conversations:** No more starting from scratch. When your team picks up the phone, they already know what the lead is interested in.
- **Behavior-Based Follow-Ups:** Trigger follow-ups based on customer actions. For instance, if a shopper spends time on a unit detail page, they receive an email about availability, financing, or incentives.

Every lead represents a chance to grow your business, and Lead Hunter ensures none are overlooked.



See Dealers Doing It Right



IN A **6-MONTH** PERIOD,
NORTHWEST RV DEALER SAW:

Price Drop Leads:

533 (Avg 83 per month)

Additional Leads from AEM Traffic:

169 (Avg 28 per month)

Avg Open Rate: 63%

CTR: 39%



IN A **3-MONTH** PERIOD,
MIDWEST RV DEALER SAW:

Price Drop Leads:

137 (Avg 46 per month)

Avg Open Rate: 30%

CTR: 25%



IN A **3-MONTH** PERIOD,
SOUTHWEST RV DEALER SAW:

Price Drop Leads:

93 (Avg 31 per month)

Avg Open Rate: 29%

CTR: 25%

NATIONAL INDUSTRY AVERAGE:

Open Rate: 15% **CTR:** 3%

The Road Ahead

Automated Email Marketing creates consistent communication with your audience. From the first message to ongoing conversations, it supports lasting relationships that encourage action. With AI-enhanced solutions like Lead Hunter, your dealership can reach a wider online audience and connect with more potential buyers. Automated Email Marketing and Lead Hunter together make it easy to stay connected with shoppers and close more deals.

See how InteractRV can support your efforts to reach more people and increase sales.

[LEARN MORE](#)



About Us

InteractRV is the RV industry's leading digital partner built specifically for RV dealers. Our flexible, full-featured platform is packed with powerfully specific tools designed to solve the real challenges dealers face—from managing inventory to converting online traffic. We're more than just a website provider. We're a team of RV industry experts, here to help you build your business, your way, with technology that works the way you do.

More than just a technology provider, we are your committed partner in success. Every dealership is paired with a dedicated Client Success Manager who understands your business and provides reliable, personalized support to meet your unique needs all with your budget.

Our full-featured platform, reliable tools and people-first approach have set the standard for delivering unmatched results for over two decades. InteractRV is here to help you achieve your goals. Partner with us as we pave the open road to your dealership's growth and long-term success.



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