

TEGA Technologies Introduces the Complete Automotive Contact Marketing Solution

Irvine, California – November 7, 2011- TEGA Technologies today announced that it has recently introduced the Complete Contact Marketing Program, specifically developed for the automotive retailer.

With years of experience working with automotive retailers, TEGA has designed a marketing solution which is arguably the most comprehensive marketing approach ever introduced to the automotive industry.

Utilizing TEGA's proprietary technology, the Complete Contact Marketing Program comprises the following solutions:

- CarMine Data Mining
- CarMine Data Management
- CarMine ROI Reporting
- CarMine Lifecycle Marketing
- URClients Mobile Marketing
- Social Media Integration
- Digital Business Card and Automated Follow-up
- TEGA Direct Mail Services

TEGA's Complete Contact Marketing Solution is designed to retain the automotive retailer's current customers as well as capture its competitor's customers. With unique, multiple marketing mediums, including mobile, text, email and mail, a dealership can market to current and inactive sales and service customers as well as identify and market to prospective customers in its area.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world's first totally integrated text, email and voice marketing software developed specifically for the automotive industry. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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