


ALL TEMPLATES


All templates are built using 3Birds Automation Platform merge fields. This includes all links (excluding MI content), logo images, Footer info, store name info and alt tags.

View in Browser Unsubscribe

 {contactfield=d_client} **Earn and Save with Hall Rewards**
Learn More >>

You Can Still Save Big on a New Hyundai!


(When you shop at Hall)



Plus, receive \$100 in Hall Rewards savings with any vehicle purchase.*


JUST ARRIVED
Pending Inspection

Check Back Tomorrow!




JUST ARRIVED
Pending Inspection

Check Back Tomorrow!




View All New Specials

Save even more when you trade in your vehicle!
[Value Your Trade »](#)



{contactfield=d_client}
{contactfield=d_full_address}
{contactfield=d_phone}

INVENTORY | INCENTIVES | SERVICE

*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.

Alt Tag merge fields for store names, makes, models, etc.

Lead Accelerator - Trade In. Trade Up.

View in Browser Unsubscribe




Your Hall Rewards Balance*
Luciano | 13,338pts | \$133

TRADE IN. TRADE UP.

Luciano, the Sonata makes paying extra for premium features a thing of the past.



Here's a sneak peek of what the latest model has to offer.

Forward Collision-Avoidance Assistance	STANDARD
Driver Attention Warning	STANDARD
Wireless Android Auto & Apple CarPlay	STANDARD
Touchscreen Display	STANDARD

Upgrade to a New Sonata Your Way.
Plus, save an extra \$133 on your vehicle purchase when you use your Hall Rewards balance.*

We currently have 40 New Sonatas in stock!

2022 Hyundai Sonata SE
MSRP \$25,764 STOCK # 11220072
BUY \$25,764*




PHOTOS COMING SOON

2022 Hyundai Sonata SEL PLUS
MSRP \$33,019 STOCK # 11220069
BUY \$33,019*



2022 Hyundai Sonata SEL
MSRP \$27,719 STOCK # 11220058
BUY \$27,719*



[View All New Specials](#)

Save even more when you trade in your vehicle!
[Value Your Trade »](#)



Hall Hyundai Newport News
12872 Jefferson Ave, Newport News, VA 23608
1-888-973-2489

INVENTORY | INCENTIVES | SERVICE



*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.

Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

First Name, Vehicle Model, Vehicle Image and Vehicle Features personalization.

Targeted to the brand, so all Hyundai stores can use the same creative. CSV file contains both vehicle images and features. Must be updated when new models come out or are updated.

Model and Point Value personalization.

Targeted to appear when point values are greater than \$100, otherwise fallback appears.

Model Count and MODEL-based inventory personalization in pods.

Model count uses website native API to pull inventory numbers based on model merge field. The pods personalize based on the same merge field and populate inventory based on index #1-4 if available.


Lead Accelerator - Day 48

View in Browser Unsubscribe




Hall Newport News | **HYUNDAI** Earn and Save with Hall Rewards
Learn More >>

Dwanna, You Can Still Save Big on the New Sonata!

(When you shop at Hall)



**Plus, receive \$100 in Hall Rewards savings
with any vehicle purchase.***

<p>2022 Hyundai Sonata SEL PLUS MRSP \$33,019 STOCK # 11220069 BUY \$33,019*</p> 	<p>2022 Hyundai Sonata SE MRSP \$25,764 STOCK # 11220072 BUY \$25,764*</p>  <p>PHOTOS COMING SOON</p>	<p>JUST ARRIVED Pending Inspection</p> <p>Check Back Tomorrow!</p> 
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[View All New Specials](#)

Save even more when you trade in your vehicle!
Value Your Trade »

Hall MileOne Autogroup Hall Hyundai Newport News
12872 Jefferson Ave, Newport News, VA 23608
757-969-6111

INVENTORY | INCENTIVES | SERVICE f 📍 ⋮

*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.

Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

First Name, Vehicle Model, Vehicle Image personalization.

Targeted to the brand, so all Hyundai stores can use the same creative. Using the same CSV file as Trade In Trade Up, but only bringing in the vehicle image.

Point Value personalization.

Targeted to appear when point values are greater than \$100, otherwise fallback appears.

Model Count and MODEL-based inventory personalization in pods.

Model count uses website native API to pull inventory numbers based on model merge field. The pods personalize based on the same merge field and populate inventory based on index #1-4 if available.

Lead Accelerator - Day 69

View in Browser Unsubscribe

Hall Newport News | **HYUNDAI** **Earn and Save with Hall Rewards**
Learn More >>

Lloyd, Still Looking for the Right Palisade?

Shop online at Hall and quickly compare different trims, personalize your payments and more!

2022 Hyundai Palisade SEL
MRSP \$38,080 STOCK # 11220068
BUY **\$41,080***

PHOTOS COMING SOON

2022 Hyundai Palisade Calligraphy
MRSP \$49,790 STOCK # 11220096
BUY **\$49,790***

PHOTOS COMING SOON

JUST ARRIVED
Pending Inspection

Check Back Tomorrow!

PHOTOS COMING SOON

Plus, receive \$100 in Hall Rewards savings with any vehicle purchase.*

View All New Specials

Save even more when you trade in your vehicle!
Value Your Trade »

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INVENTORY | INCENTIVES | SERVICE f 📍 ⋮

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Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

First Name, Vehicle Model, Vehicle Image personalization.

Targeted to the brand, so all Hyundai stores can use the same creative. Using the same CSV file as Trade In Trade Up, but only bringing in the vehicle image.

Model Count and MODEL-based inventory personalization in pods.



Model count uses website native API to pull inventory numbers based on model merge field. The pods personalize based on the same merge field and populate inventory based on index #1-4 if available.

Point Value personalization.

Targeted to appear when point values are greater than \$100, otherwise fallback appears.

Lead Accelerator - Lineup


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Earn and Save with Hall Rewards
[Learn More >>](#)

Premium Features. STANDARD.

The latest Hyundai models make paying extra for premium features a thing of the past.




SNEAK PEEK - BEST NEW FEATURES	STANDARD ON
WIRELESS SMARTPHONE INTEGRATION	ALL MODELS
WIRELESS PHONE CHARGING	SONATA
ILLUMINATED TRIM	SANTA FE
PHONE AS KEY	TUCSON SEL
NAPPA LEATHER SEATS	ELANTRA


Plus, receive \$100 in Hall Rewards savings
with any vehicle purchase.*

Shop All New Models

Save even more when you trade in your vehicle!
[Value Your Trade »](#)



Hall Hyundai Newport News
 12872 Jefferson Ave, Newport News, VA 23608
 757-969-6111

INVENTORY | INCENTIVES | SERVICE


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Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

Vehicle Lineup Image personalization.

Targeted to the brand, so all Hyundai stores can use the same creative. Image targeting, no CSV in use.

Point Value personalization.

Targeted to appear when point values are greater than \$100, otherwise fallback appears.

Lead Accelerator - Pre-Owned 30 day

View in Browser Unsubscribe

Hall Newport News | **HYUNDAI** Earn and Save with Hall Rewards
Learn More >>

Bryce, Meet the New(ish) Cars on the Lot.
Shop Our 978 Pre-Owned Vehicles and Save Big!

Pre-Owned with Peace-of-Mind. Only at Hall.

12mo/12k Mile Warranty** | Free Carfax Vehicle Report | 4.6 ★★★★★ (40,200 Reviews)

2019 Nissan Frontier SV
 MRSP \$34,825 STOCK # 38215292A
 BUY \$29,700* SAVE \$5,125

JUST ARRIVED Pending Inspection | JUST ARRIVED Pending Inspection

Check Back Tomorrow! | Check Back Tomorrow!

2019 Nissan Frontier SV

Plus, receive \$100 in Hall Rewards savings with any vehicle purchase.*

[View All Pre-Owned Inventory](#)

Save even more when you trade in your vehicle!
Value Your Trade »

Hall MileOne Autogroup | Hall Hyundai Newport News
 12872 Jefferson Ave, Newport News, VA 23608
 757-969-6111

INVENTORY | INCENTIVES | SERVICE f 📍 ⋮

*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.
 **The MileOne Certified Advantage Warranty excludes value cars, which are vehicles that are 8 years or older with 120,000 miles or more. Please see dealer for details about warranty coverage for value cars.

Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

First Name and Pre-Owned inventory count personalization.

Targeted to the store so each Hall store will have a unique API connected to feed inventory counts.

Contains a custom param within the app to add commas into the vehicle count.

MAKE-based inventory personalization in pods.



The pods personalize based on the Make field, so if a customer looked at a specific pre-owned make they would see 3 pods of the same make - if applicable.

Point Value personalization.

Targeted to appear when point values are greater than \$100, otherwise fallback appears.

Service Accelerator - Why Service

View in Browser Unsubscribe

Your Hall Rewards Balance*
Lynnette | 11,000pts | \$110

Top Quality Service with Peace-of-Mind.


(Every Time You Service at Hall)

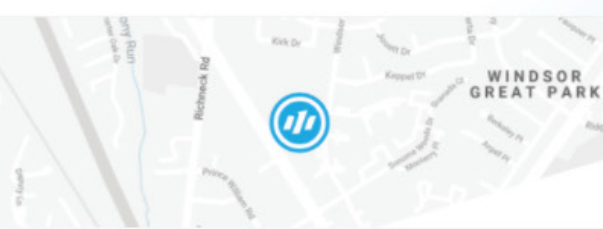
- 39 Minute Oil Change Guarantee*
- Hall Price Match +**
- Factory Trained & Certified Technicians
- Genuine Hyundai Parts & Accessories
- Express Service & Shuttle Service Available

Plus, use your \$110 Hall Rewards Balance
for extra savings on Sales, Service and Parts.*
You choose when and how you save. It's that easy!

[Schedule Your Service](#)




Hall Hyundai Newport News
Mon-Fri: 7:30am – 6:00pm
Sat: 8:00am – 5:00pm
Sun: Closed
[Get Directions »](#)





Hall Hyundai Newport News
12872 Jefferson Ave, Newport News, VA 23608
757-969-6111

INVENTORY | INCENTIVES | SERVICE

*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.
 **Express Service 39 Minute Gurantee offer includes up to 5qts conventional or semi-synthetic oil. Plus tax, hazardous waste removal, and shop fees. This offer cannot be used in conjunction with any other offer. Heavy duty trucks and diesel excluded. 39 minute turnaround may vary based on year, make, and model oil filter supply availability. No appointment required.
 **We will match any written offer on a specific vehicle using similar parts as the offer quoted. Must present competitive offer at the time of write up.

Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

Make and Hall Rewards Value personalization.

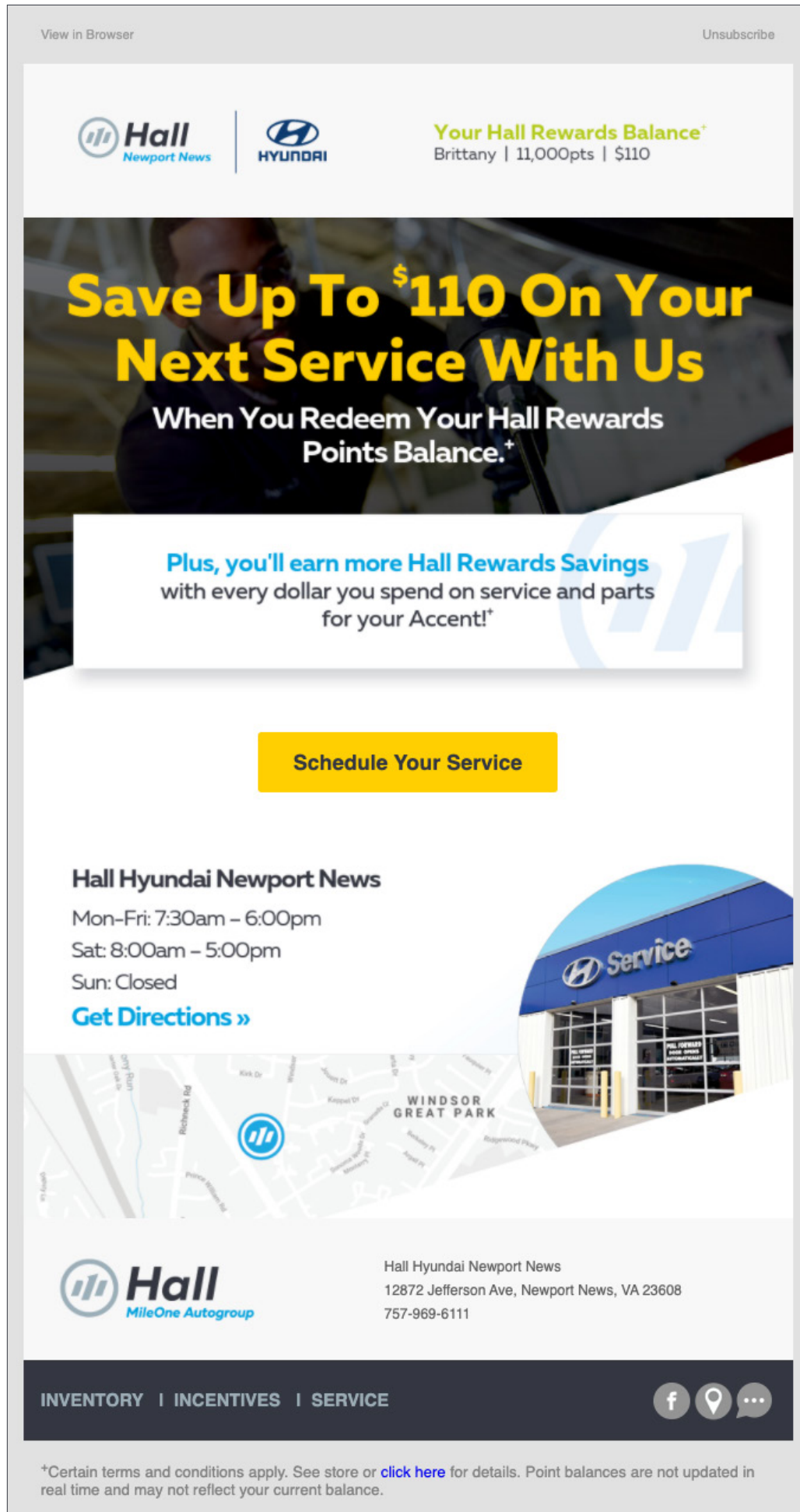
Genuine <Make> Parts... personalizes to each make, and the Hall Rewards messaging updates if points are between \$5 - \$300. If not, generic points creative appears.

CSV and merge field personalization

The map image is static, but the store name and store hours are merge fields. Eventually the map image will become a CSV.

The hours merge field does not break them to separate lines, so there is a custom script formatting the hours within the app.

Service Accelerator - Active



Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

Hall Rewards Point Value personalization.

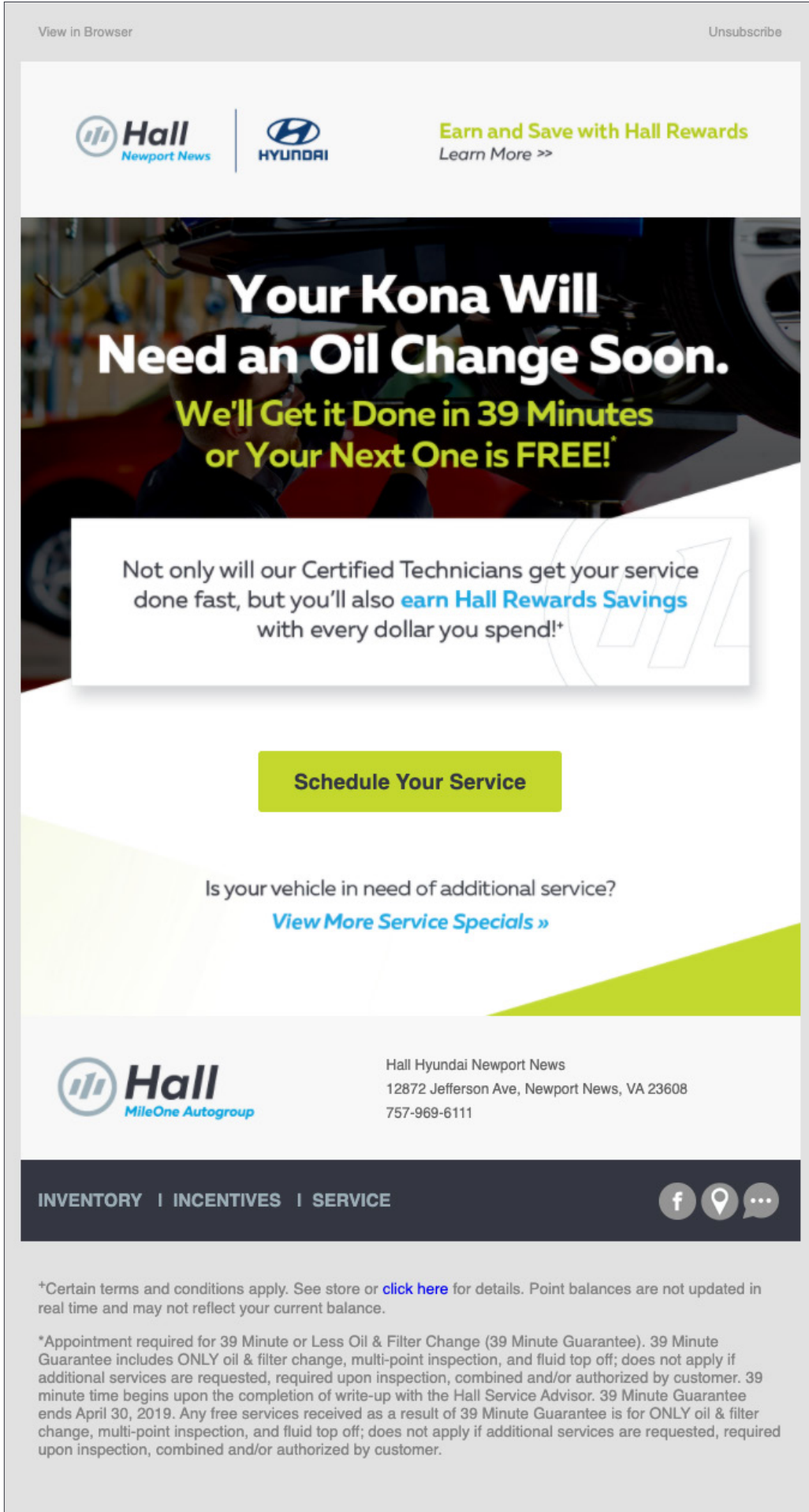
The header will switch out to show the recipient their point value if above \$50. If under, a fallback header will appear.

CSV and merge field personalization

The map image is static, but the store name and store hours are merge fields. Eventually the map image will become a CSV.

The hours merge field does not break them to separate lines, so there is a custom script formatting the hours within the app.

Service Accelerator - At Risk



Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

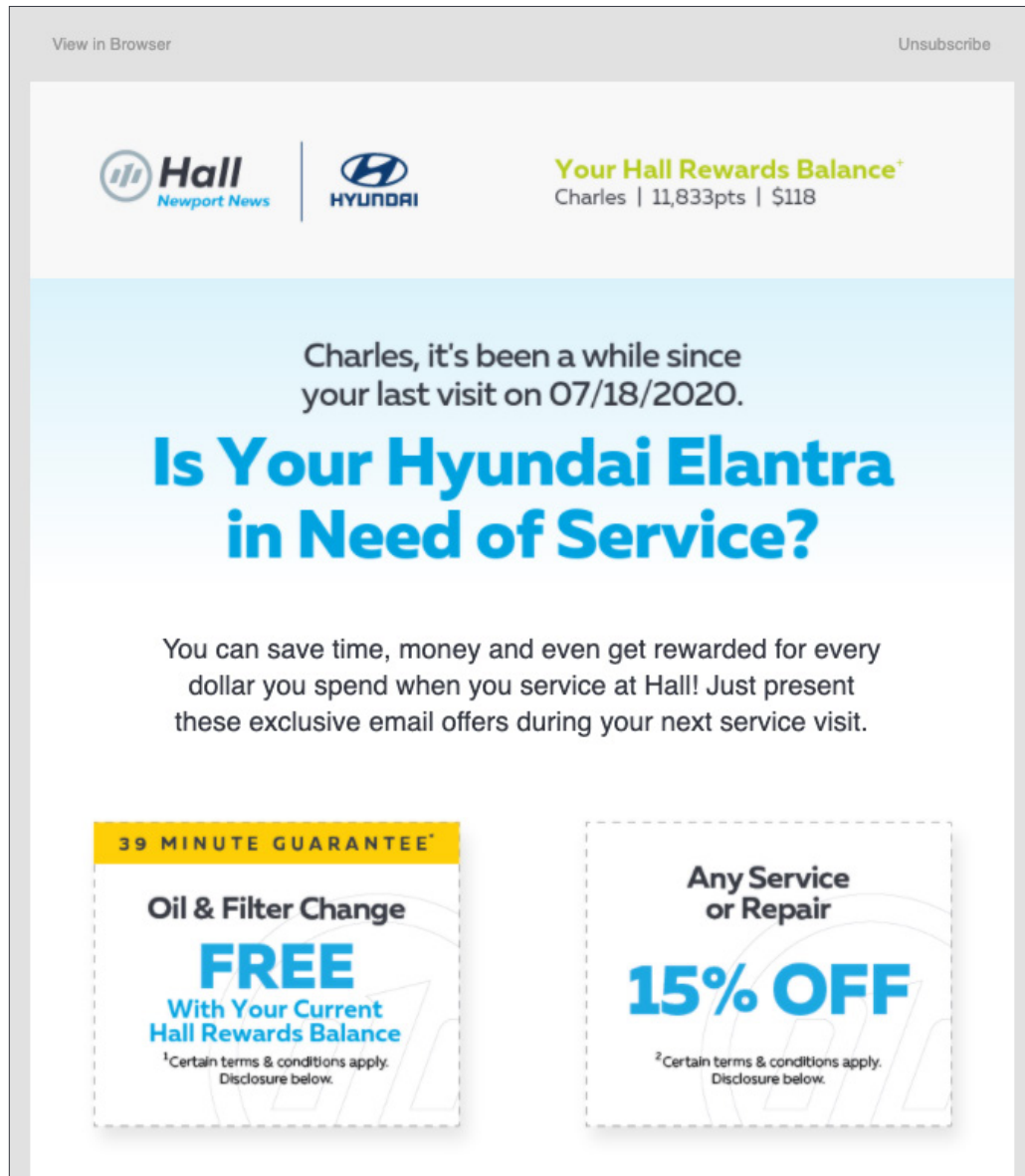
Model Personalization.

This header only has model personalization with a static fallback of "Vehicle".

*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.

*Appointment required for 39 Minute or Less Oil & Filter Change (39 Minute Guarantee). 39 Minute Guarantee includes ONLY oil & filter change, multi-point inspection, and fluid top off; does not apply if additional services are requested, required upon inspection, combined and/or authorized by customer. 39 minute time begins upon the completion of write-up with the Hall Service Advisor. 39 Minute Guarantee ends April 30, 2019. Any free services received as a result of 39 Minute Guarantee is for ONLY oil & filter change, multi-point inspection, and fluid top off; does not apply if additional services are requested, required upon inspection, combined and/or authorized by customer.

Service Accelerator - Inactive



Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

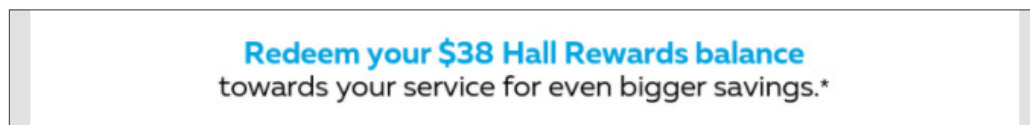
Contains a custom param within the app to add commas into the point totals.

First Name, Last Service Date, Make & Model personalization.

All personalization comes from merge fields, however the date merge field is non-standardized so a custom script is used to format the date as MM/DD/YYYY.

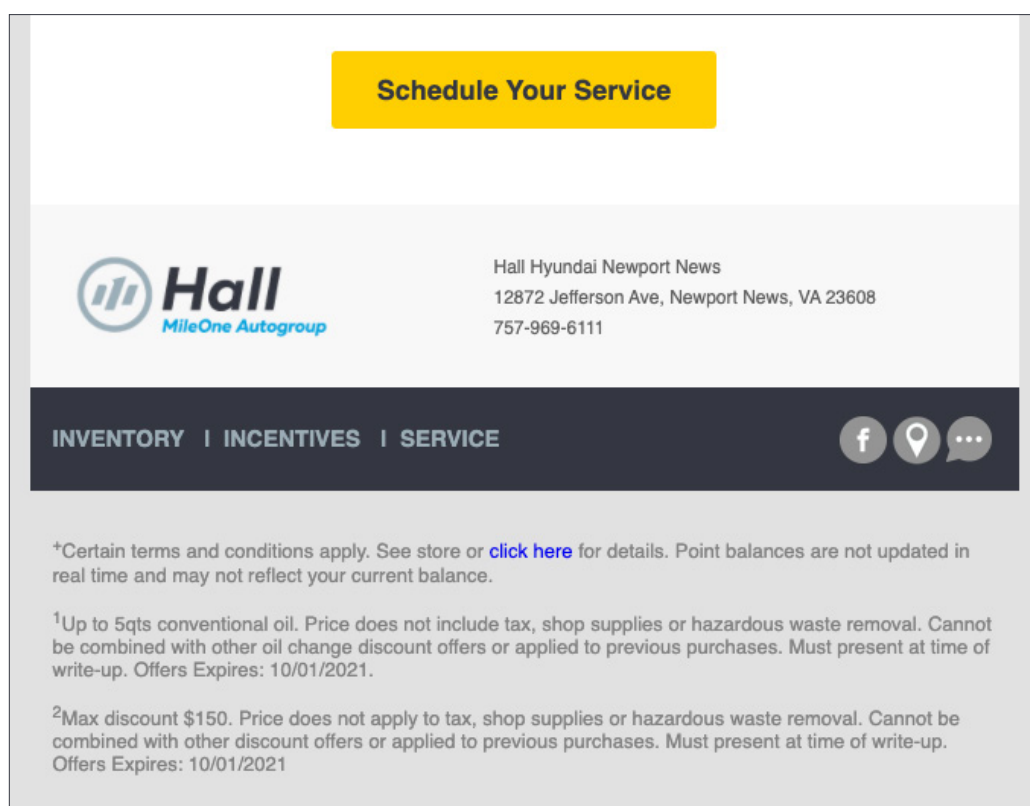
Oil Change Coupon targeting

The Oil Change coupon is set up to show a set base price as the static image. If the customer has more than \$75 in Hall Rewards points, the coupon switches and shows "FREE" messaging.



Hall Rewards Points value personalization.

This section personalizes with the customer's Hall Rewards points value if under \$75. If over, it disappears and the coupon switches.

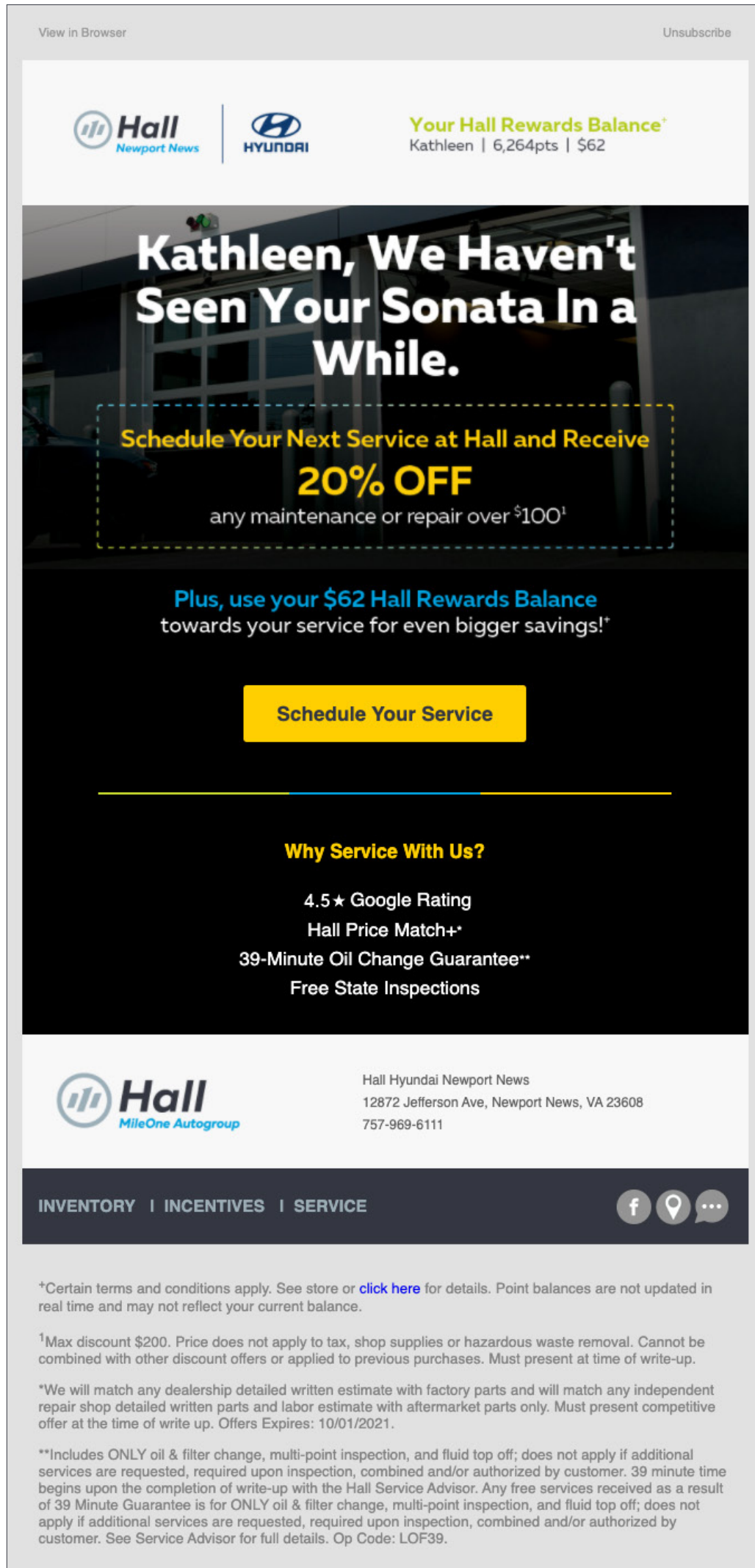


*Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.

¹Up to 5qts conventional oil. Price does not include tax, shop supplies or hazardous waste removal. Cannot be combined with other oil change discount offers or applied to previous purchases. Must present at time of write-up. Offers Expires: 10/01/2021.

²Max discount \$150. Price does not apply to tax, shop supplies or hazardous waste removal. Cannot be combined with other discount offers or applied to previous purchases. Must present at time of write-up. Offers Expires: 10/01/2021

Service Accelerator - Lost



Name, Points and Values personalization.

Targeted to appear when points are greater than 0, to avoid 0 balances showing up in the creative.

Contains a custom param within the app to add commas into the point totals.

First name and Model personalization.

The header will switch out to generic messaging if neither is present.

Hall Rewards Points value personalization.

This section personalizes with the customer's Hall Rewards points value if between \$5 & \$300. If over, generic Hall Rewards messaging appears.

Google Star Rating personalization.

The Google Star Rating and star are built within MI as an image and inserted inline with the live text. The image is targeted per store.

Eventually we want to find a way to merge this in and not rely on manual updates.

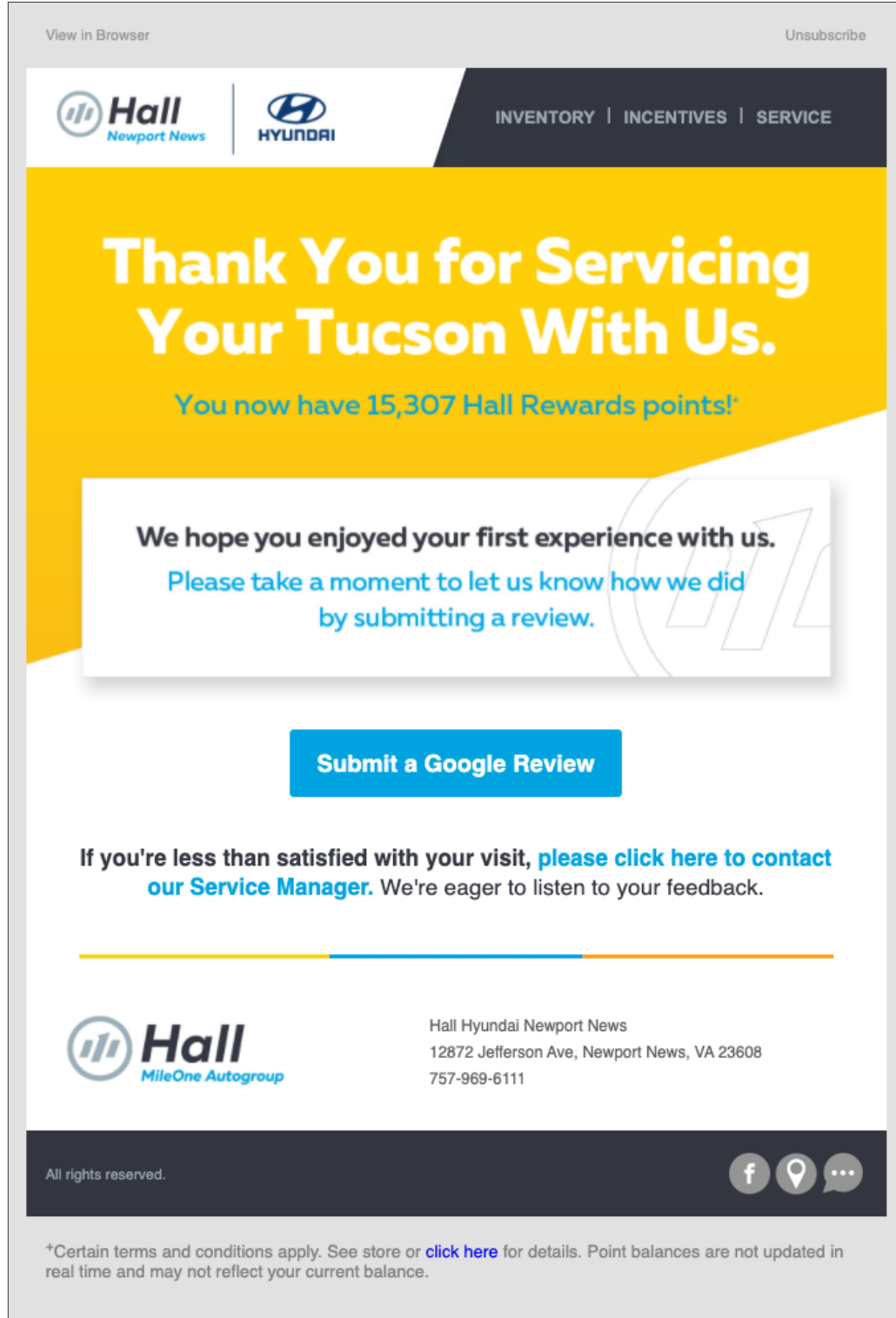
⁺Certain terms and conditions apply. See store or [click here](#) for details. Point balances are not updated in real time and may not reflect your current balance.

¹Max discount \$200. Price does not apply to tax, shop supplies or hazardous waste removal. Cannot be combined with other discount offers or applied to previous purchases. Must present at time of write-up.

^{*}We will match any dealership detailed written estimate with factory parts and will match any independent repair shop detailed written parts and labor estimate with aftermarket parts only. Must present competitive offer at the time of write up. Offers Expires: 10/01/2021.

^{**}Includes ONLY oil & filter change, multi-point inspection, and fluid top off; does not apply if additional services are requested, required upon inspection, combined and/or authorized by customer. 39 minute time begins upon the completion of write-up with the Hall Service Advisor. Any free services received as a result of 39 Minute Guarantee is for ONLY oil & filter change, multi-point inspection, and fluid top off; does not apply if additional services are requested, required upon inspection, combined and/or authorized by customer. See Service Advisor for full details. Op Code: LOF39.

Service Accelerator - Review



Hall Rewards Points personalization.

The header will show customer point values if above 1,000.

Service Manager link personalization

The service manager link is using MI to target a custom mailto, so the template can be used across stores without the need for a static link.

ALL TEMPLATES - CODE

All templates contain UTM tracking, Visual IQ tracking, 3birds SES attribution and various tracking pixels.

STANDARD LINK

```
<a href="http://www.movable-ink-9201.com/p/cp/483e42587b644f14/c?mi_u={contactfield=c_customer_id}&mi_name={contactfield=firstname}&mi_rewards_balance={contactfield=c_loyalty_balance}&mi_rewards_value={contactfield=c_loyalty_value}&url=http%3A//www.movable-ink-9201.com/p/rp/e58236d8078f9054/url">
```

3 BIRDS AUTOMATION LINK

```
<a ses:tags="campaign:lead-accelerator-48day;content:loyalty_account;handraiser:no;type=image" href="https://t.myvisualiq.net/click_pixel?et=c&ago=212&ao=811&aca=-9&si={contactfield=c_client_id}&ci=-9&pi=-9&ad=-9&sv1=-9&adv=-9&chnl=-9&vndr=1352&sz=428&u={contactfield=d_client_group}{{contactfield=d_client|true}}|_Individual_Sales_Day48&red=http://www.movable-ink-9201.com/p/cp/483e42587b644f14/c?mi_u={contactfield=c_customer_id}&mi_name={contactfield=firstname}&mi_rewards_balance={contactfield=c_loyalty_balance}&mi_rewards_value={contactfield=c_loyalty_value}&url=http%3A//www.movable-ink-9201.com/p/rp/e58236d8078f9054/url?utm_source=3birds&utm_medium=email&utm_campaign={contactfield=c_customer}_hallhyundai_leadaccelerator48day">
```

SES 3 BIRDS LINK ATTRIBUTION

```
ses:tags="campaign:lead-accelerator-48day;content:loyalty_account;handraiser:no;type=image"
```

campaign:lead-accelerator-48day - Template ID.

content:loyalty_account - Content ID (loyalty account, featured vehicle-cta, etc) .

handraiser:no - Yes/No based on the content being engaged.

type=image - Content type.

VISUAL IQ ATTRIBUTION

```
https://t.myvisualiq.net/click_pixel?et=c&ago=212&ao=811&aca=-9&si={contactfield=c_client_id}&ci=-9&pi=-9&ad=-9&sv1=-9&adv=-9&chnl=-9&vndr=1352&sz=428&u={contactfield=d_client_group}{{contactfield=d_client|true}}|_Individual_Sales_Day48&red=
```

{contactfield=d_client_group} - Brings in Group name.

{contactfield=d_client|true} - Brings in Store name.

Individual_Sales_Day48 - Unique template label.

UTM (GOOGLE ANALYTICS) TRACKING

```
?utm_source=3birds&utm_medium=email&utm_campaign={contactfield=c_customer}_hallhyundai_leadaccelerator48day
```

utm_source=3birds - Source remains the same.

utm_medium=email - Medium remains the same.

utm_campaign={contactfield=c_customer}_hallhyundai_leadaccelerator48day - Campaign merges in based on store, however it's still a hurdle in full automation due to the static ID.