

Black Friday Week

All this Black Friday week (20-27 November 2020) we're offering up to 39% discount and free of charge periods on a premium selection of our best-in-class professional navigation, fleet management and vehicle tracking solutions.

[Claim your discount >](#)

BLACK FRIDAY



Black Friday Week

November 20th to November 27th, 2020

Highlights

- Audience: Customers and Prospects
- Countries (above the line advertising): DE, ES, NL, UK, FR, PL, IT. Also available in AT & BE in some marketing channels.
- Goal: sell WFS overstock and take advantage of the Black Friday season to increase leads, opportunities and sales.
- Timeline: from November 20th till November 27th
- Channels: All channels (direct and indirect)
- Available: all EU regions

Communicated Promotions

- For Prospects, advertised above the line:
 - 3 months free trial* promotion on **LINK 210, PRO 5 range**
 - Up to 39% in UK and up to 40% in rest of European countries on **PRO 8275**
- For Customers, advertised above the line
 - Up to 45% discount on HW purchase (or 15% discount) in rental on **LINK 201**
 - Up to 39% in UK and up to 40% in rest of European countries on **PRO 8275**
- In addition to those promotions, for Prospects and Customers, these are also offered by sales agents **below the line**
 - Up to 50% discount on **LINK 410 R** Hardware
 - **LINK 710 B**, including Bluetooth and battery at the same price as LINK 610 (detailed list of functionalities available will be shared soon)

* Promotions may vary per region (UK and DACH specific)

This November we are launching a powerful Black Friday campaign!



With presence across marketing channels

BLACK
FRIDAY

Here you have some examples of marketing assets

WFS web for SEO: Latest updates, Pop-up, Trigger

Latest updates

Black Friday Week

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[Claim your discount >](#)

BLACK FRIDAY

PRO DRIVER TERMINALS

The perfect companion for your mobile workforce

BLACK
FRIDAY

Black Friday Week

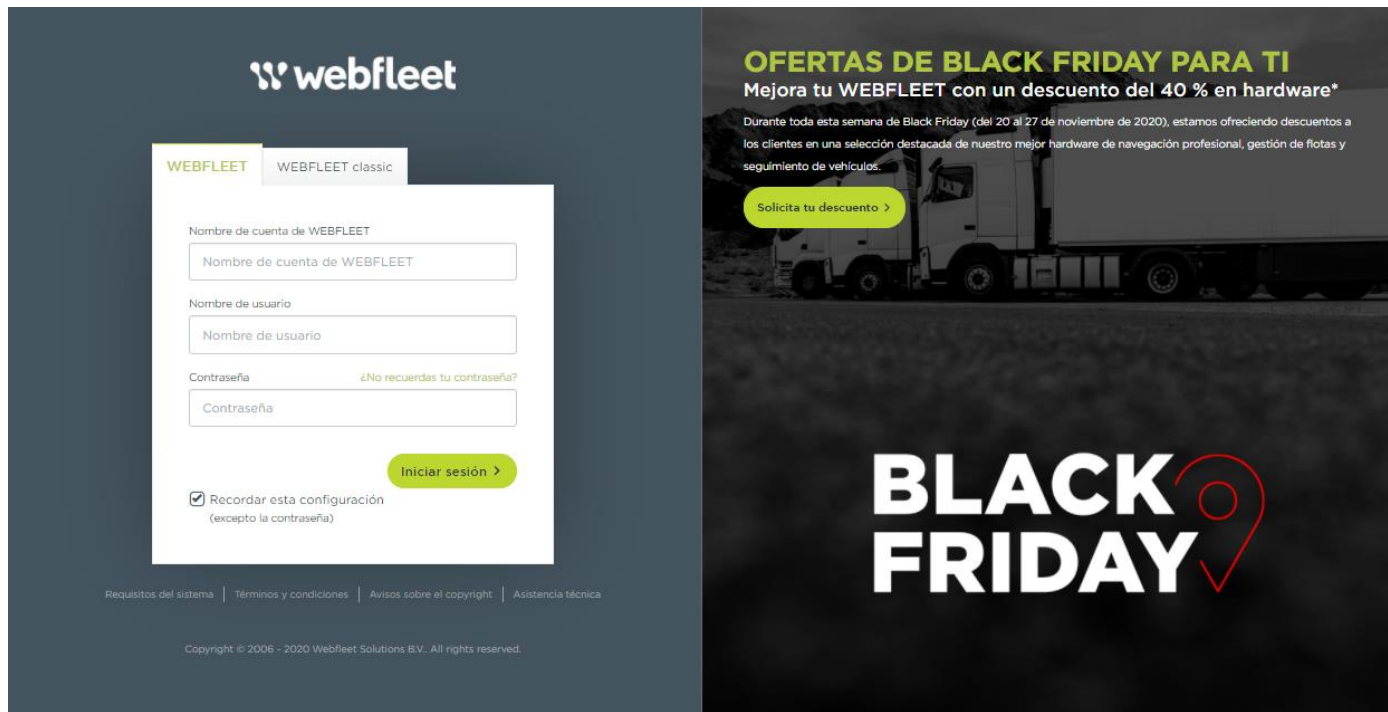
Special offer on best in-class navigation and fleet management solutions!

[Claim your discount](#)

BLACK
FRIDAY

Here you have some examples of marketing assets

Webfleet login page banner



The banner is split into two main sections. The left section is a dark grey area containing the Webfleet logo at the top. Below it are two tabs: 'WEBFLEET' (active) and 'WEBFLEET classic'. Under the 'WEBFLEET' tab is a login form with the following fields: 'Nombre de cuenta de WEBFLEET' (with a placeholder 'Nombre de cuenta de WEBFLEET'), 'Nombre de usuario' (with a placeholder 'Nombre de usuario'), and 'Contraseña' (with a placeholder 'Contraseña' and a link '¿No recuerdas tu contraseña?'). Below the password field is a green 'Iniciar sesión >' button. At the bottom of the form is a checkbox labeled 'Recordar esta configuración (excepto la contraseña)'. At the very bottom of the left section are links for 'Requisitos del sistema', 'Términos y condiciones', 'Avisos sobre el copyright', and 'Asistencia técnica', followed by a copyright notice: 'Copyright. © 2006 - 2020 Webfleet Solutions B.V. All rights reserved.'.

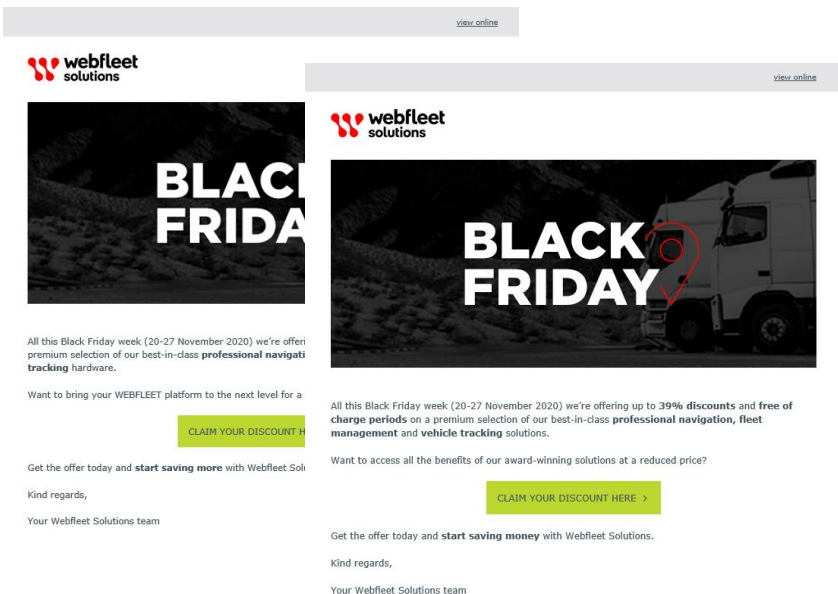
The right section is a dark grey area with a background image of a white truck. At the top, it says 'OFERTAS DE BLACK FRIDAY PARA TI' in green, followed by 'Mejora tu WEBFLEET con un descuento del 40 % en hardware*'. Below this is a paragraph: 'Durante toda esta semana de Black Friday (del 20 al 27 de noviembre de 2020), estamos ofreciendo descuentos a los clientes en una selección destacada de nuestro mejor hardware de navegación profesional, gestión de flotas y seguimiento de vehículos.' At the bottom of this section is a green 'Solicita tu descuento >' button. At the very bottom of the right section is the text 'BLACK FRIDAY' in large white letters, with a red location pin icon to the right of the word 'FRIDAY'.

BLACK
FRIDAY

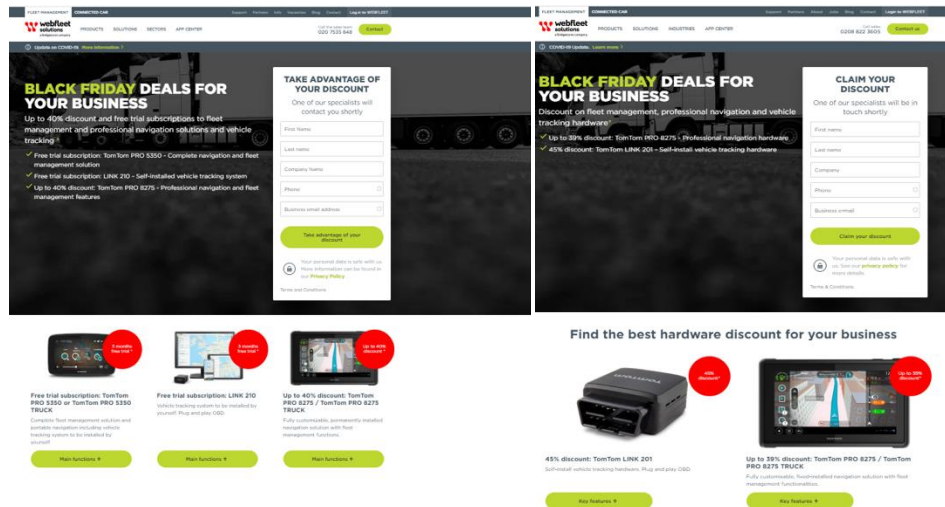
Here you have some examples of marketing assets

Emails for prospects & customers

Illustrative



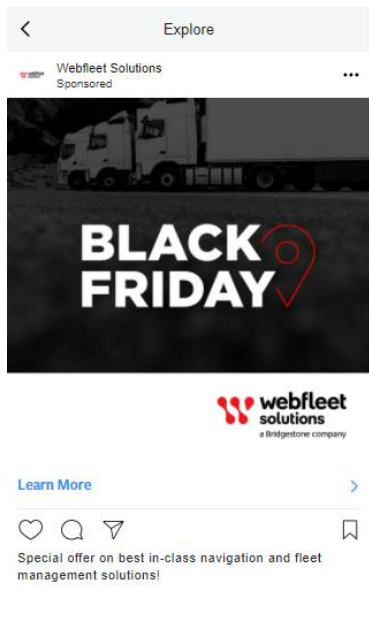
LPs for prospects and customers



BLACK
FRIDAY

Complemented with paid digital, social and outbound

Remarketing banners for social and display



SFDC campaigns: CENTRAL_2020_NOV_CA_RMKT_FB_BLACKFRIDAY and CENTRAL_2020_NOV_CA_RMKT_GDN_BLACKFRIDAY

BLACK
FRIDAY

Here you have some examples of marketing assets

Remarketing banners for display desktop

Example of your image ad at 160x600



Semana de Black Friday



Ofertas especiales en dispositivos de navegación GPS y soluciones de gestión de flotas

>

Example of your native ad at 480x120



Semana Black Friday de Webfleet Solutions - Para flotas profesionales

Anuncio Webfleet Solutions

Más información

Example of your image ad at 300x250



Semana de Black Friday



Ofertas especiales en dispositivos de navegación GPS y soluciones de gestión de flotas

>

Example of your text ad at 300x250

Semana de Black Friday

Webfleet Solutions

Ofertas especiales en dispositivos de navegación GPS y soluciones de gestión de flotas

MÁS INFORMACIÓN

Example of your image ad at 728x90



Semana de Black Friday

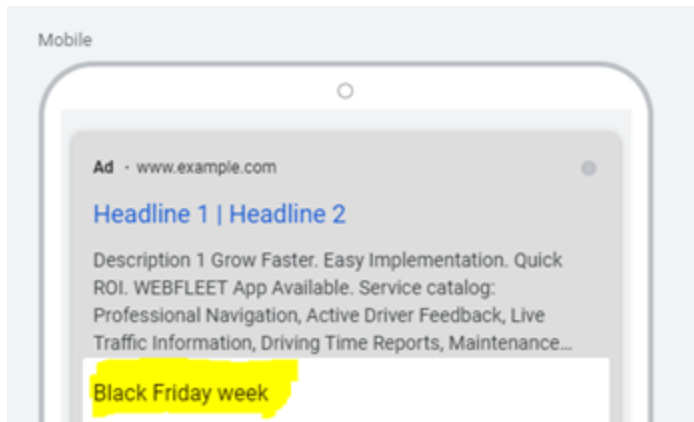
Ofertas especiales en dispositivos de navegación GPS y soluciones de gestión de flotas

>

BLACK
FRIDAY

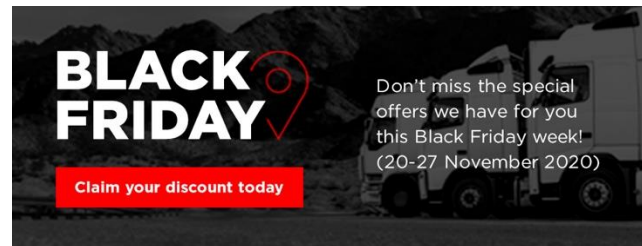
Complemented with paid digital, social and outbound

SEA sitelinks



SFDC campaign: CENTRAL_2020_NOV_CA_SEA_SITELINK_BLACKFRIDAY

Email signature for sales and rest
of customer contact teams



 **webfleet
solutions**
a Bridgestone company

SFDC campaigns: CENTRAL_2020_NOV_CA_RMKT_FB_BLACKFRIDAY and CENTRAL_2020_NOV_CA_RMKT_GDN_BLACKFRIDAY

Black Friday Campaign

 **webfleet
solutions**

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FRIDAY

We are combining two promotions above the line

Campaign
Landing Page

FLEET MANAGEMENT CONNECTED CAR Support Partners Info Vacancies Blog Contact Log in to WEBFLEET

webfleet solutions
a hilti company

PRODUCTS SOLUTIONS SECTORS APP CENTER

Call the sales team: 020 7535 848 [Contact](#)

Update on COVID-19 [More information](#)

BLACK FRIDAY DEALS FOR YOUR BUSINESS

Up to 40% discount and free trial subscriptions to fleet management and professional navigation solutions and vehicle tracking

- ✓ Free trial subscription: TomTom PRO 5350 - Complete navigation and fleet management solution
- ✓ Free trial subscription: LINK 210 - Self-installed vehicle tracking system
- ✓ Up to 40% discount: TomTom PRO 8275 - Professional navigation and fleet management features

TAKE ADVANTAGE OF YOUR DISCOUNT

One of our specialists will contact you shortly

First Name

Last name

Company Name

Phone

Business email address

[Take advantage of your discount](#)

Your personal data is safe with us.
More information can be found in our [Privacy Policy](#)

[Terms and Conditions](#)

3 months
free trial



3 months free trial *

Free trial subscription: TomTom PRO 5350 or TomTom PRO 5350 TRUCK

Complete fleet management solution and portable navigation including vehicle tracking system to be installed by yourself.

[Main functions](#)



3 months free trial *

Free trial subscription: LINK 210

Vehicle tracking system to be installed by yourself. Plug and play OBD.

[Main functions](#)



Up to 40% discount *

Up to 40% discount: TomTom PRO 8275 / TomTom PRO 8275 TRUCK

Fully customizable, permanently installed navigation solution with fleet management functions.

[Main functions](#)

Up to 40% discount
On TomTom PRO 8275

* Promotions may vary per region (UK and DACH specific)

Black Friday Campaign

... with a battery of strong promotions

LINK 410R → **50% discount on HW** ▪ Sales prices: €109 / £ 89

- Audience: Customers and Prospects
- Goal: sell out RVL refurbished overstock
- Current stock: **> 4.5k in total**
- Timeline: until end of 2020
- Channels: All channels (direct and indirect)
- Available: all EU regions

▪ Price for all EU regions

	LINK 410R
EUR	109.00
GBP	89.00
DKK	809.00
SEK	1,049.00
PLN	289.00
CZK	2,469.00

• Value Points:

- LINK410R: 15 Value Points

▪ Rental subscription prices: Available for **NAT-LINK tariffs only.**

- 12M contract - €17.95 / £ 14.95 per month
- 24M contract - €14.95 / £ 12.95 per month

	WF-xx-NAT-LINK-RN + LINK 410R	
	12 months	24 months
EUR	17.95	14.95
GBP	14.95	12.95
DKK	138.00	116.00
SEK	181.00	154.00
PLN	50.55	42.95
CZK	405.00	343.00

LINK 201 → **45% disc. on HW (or 15% rental)**

- Audience: Customers and Prospects
- Goal: sell stock till end of live
- Current stock: **> 500 units**
- Timeline: until end of stock
- Channels: All channels (direct and indirect)
- Available: all EU regions
- Promotion code: **2019Q4-LINK201**

- **45% discount on hardware purchase price** (see exact amount per currency below), while monthly fee keeps untouched:

	Currency	Current	New	% Discount
Germany	€	179	99	-45%
Austria	€	179	99	-45%
The Netherlands	€	179	99	-45%
Belgium	€	179	99	-45%
Luxembourg	€	179	99	-45%
France	€	179	99	-45%
Spain	€	179	99	-45%
Portugal	€	179	99	-45%
Italy	€	179	99	-45%
United Kingdom	£	149	82	-45%
Denmark	DKK	1,335	734	-45%
Sweden	SEK	1,690	930	-45%
Poland	PLN	502	276	-45%
Czech Republic	CZK	3,990	2,195	-45%

- **15% discount vs. list price on rental monthly subscription**

* Check all promotions available in your region with your SD / Team Leader / SaSu. Promotions may vary per region (UK and DACH specific)

Black Friday Campaign



3 months
free trial *

**Free trial subscription: TomTom
PRO 5350 or TomTom PRO 5350
TRUCK**

Complete fleet management solution and
portable navigation including vehicle
tracking system to be installed by
yourself.

Main functions +



3 months
free trial *

Free trial subscription: LINK 210

Vehicle tracking system to be installed by
yourself. Plug and play OBD.

Main functions +



Up to 40%
discount *

**Up to 40% discount: TomTom
PRO 8275 / TomTom PRO 8275
TRUCK**

Fully customizable, permanently installed
navigation solution with fleet
management functions.

Main functions +

Thank You
Any questions?

