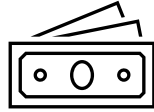


Auto Insight
by



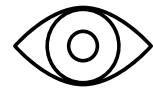
SERV
MARKETING

Problems



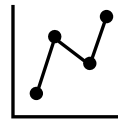
High Spend, Low Yield from web traffic

Massive digital + SEM spend to generate low yield of leads



Poor Visibility into web traffic

Who's visiting your website and how do you reach them effectively?



Lack of insights makes it difficult to optimize digital spend

How do you evaluate your digital initiatives? Which providers are bringing quality traffic & at what cost?



AutoInsight Objectives

- 1 Maximize the impact of current website traffic.**
- 2 Gain visibility into who's visiting your site and effectively reach shoppers.**
- 3 Provide valuable tools and insights to help effectively optimize spend.**



High Spend, Low Yield from web traffic

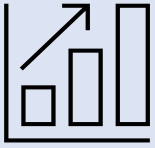
Avg. Dealer Spend on Internet Marketing
\$29,041/month



~10,000 Visits per month



~2% Convert to Leads
~200 Leads per month



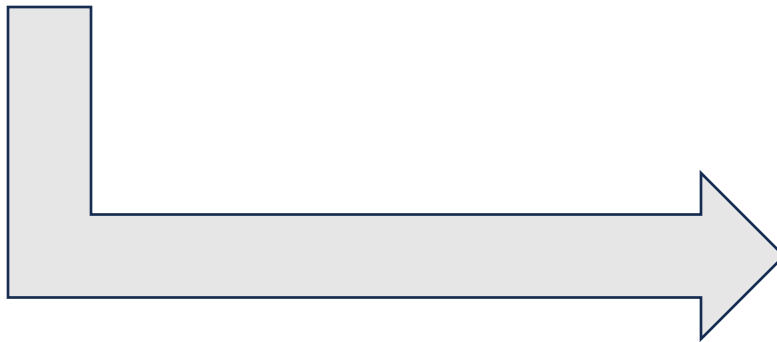
Maximize Leads from your current web traffic



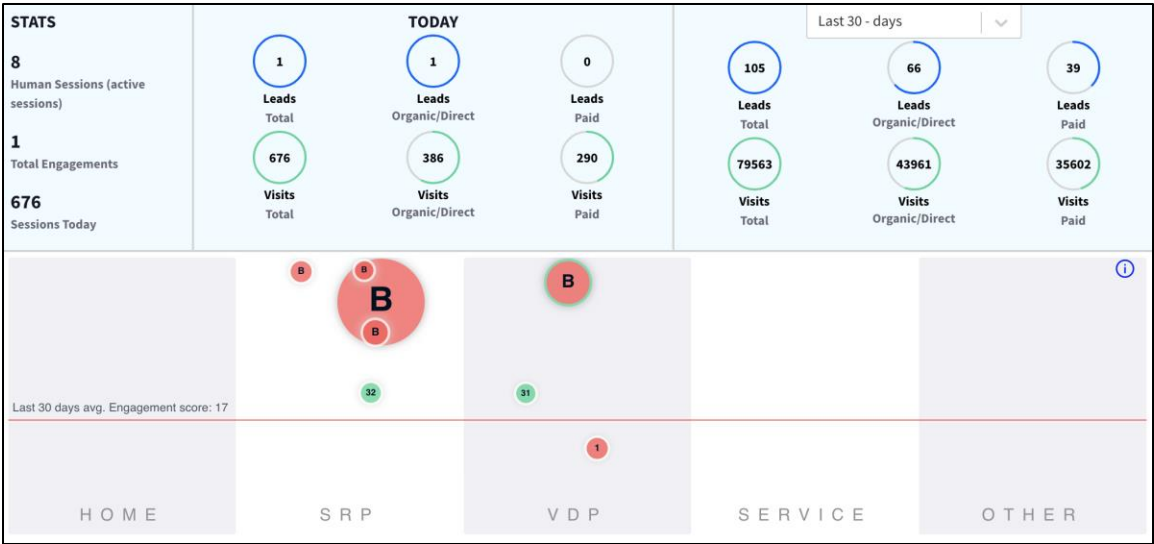
AutoInsight
\$1,495/month

The Difference

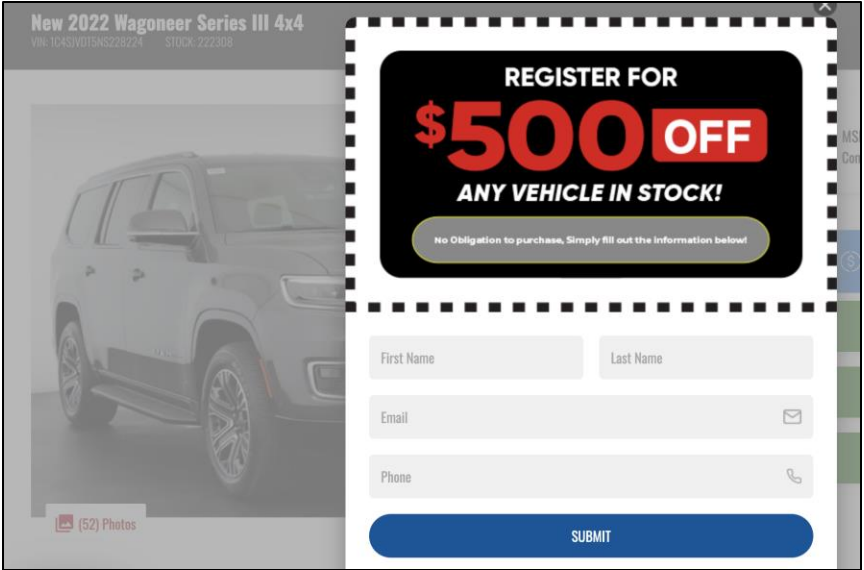
- Auto Insight generates leads from existing traffic
- Cost-Effective, High Conversion
 - o 30% more leads
 - o Convert to sales at higher rate than traditional leads
- Lead forms are the highest quality source of leads
 - o Simple/pleasant for sales manager



↑ 30% Increase in Lead Forms
+ 60 Leads



Analyzes web traffic in real time to know who's serious about buying a car.



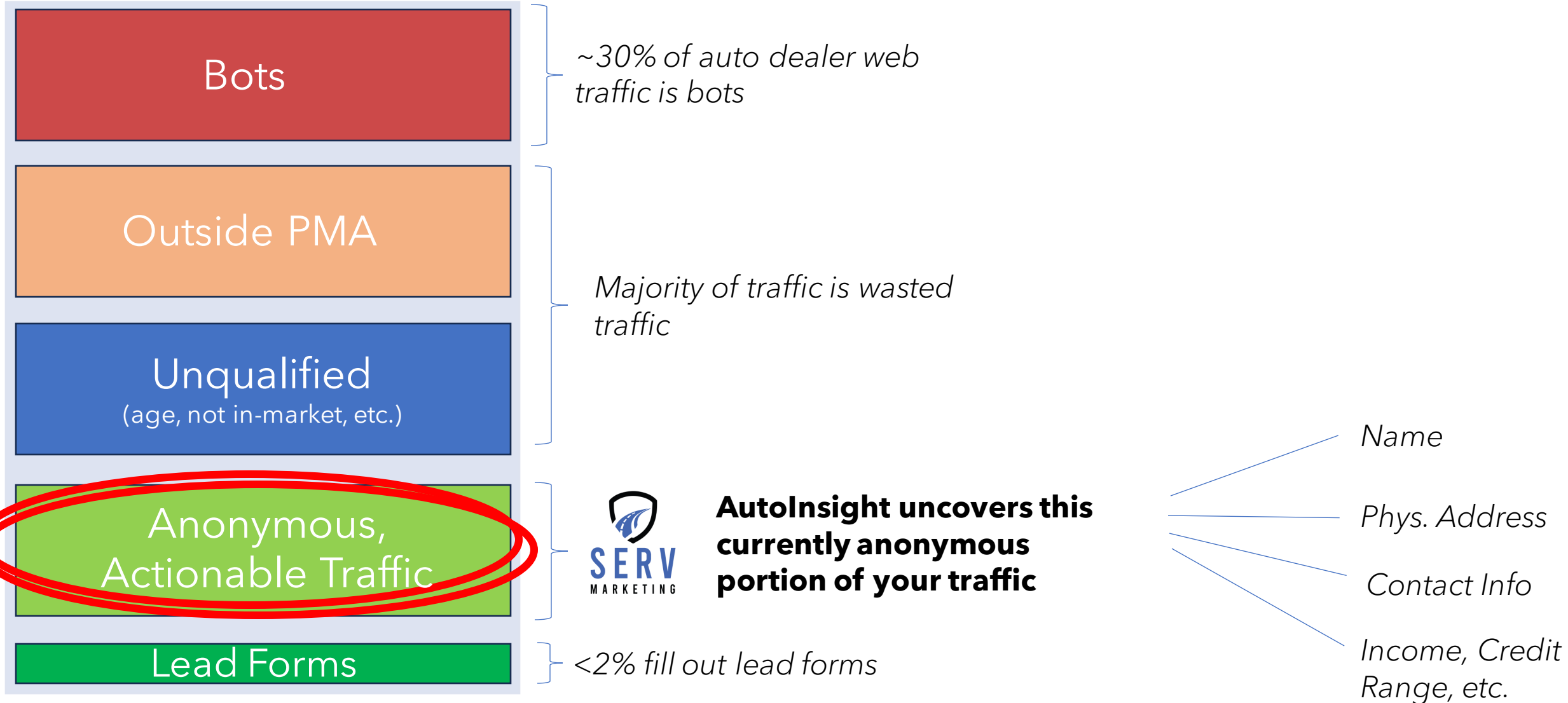
Automatically serve offers to serious shoppers.

- Results in 30% increase in lead forms or better

How does **Auto Insight** increase **quality leads** through your website traffic?



Gain Visibility Into Your Web Traffic

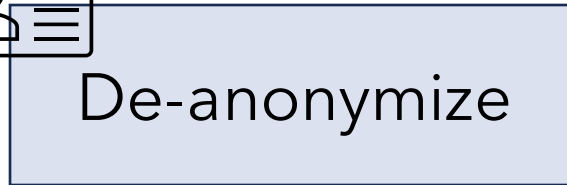
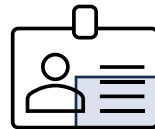




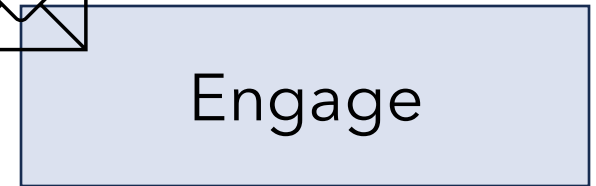
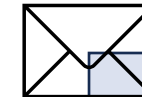
Gain Visibility, Reach Buyers



Weed out bad traffic and create qualified audience within your market



Gather necessary personal, contact, & financial information



Deploy outreach to drive audience down funnel



Tools & Insights to Optimize Spend

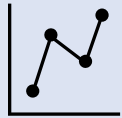
*View the impact of all your SEM & digital providers in one platform

Last 30 Days		Refresh		+ Add		Delete	
	Name ↑↓	Segment ↑↓	Leads			Visits	
<input checked="" type="checkbox"/>	Google	gclid	25 (0.00 %)	(3 New 11 Used 0 Certified)	33948 (11890 New 17475 Used 1 Certified)		🔗
<input type="checkbox"/>	Facebook	facebook	0 (0.0 %)	(0 New 0 Used 0 Certified)	540 (539 New 1 Used 0 Certified)		🔗
<input type="checkbox"/>	Lot Linx	lotlinx	0 (0.0 %)	(0 New 0 Used 0 Certified)	1 (1 New 0 Used 0 Certified)		🔗
<input type="checkbox"/>	Auto Trader	autotrader	1 (0.00 %)	(1 New 0 Used 0 Certified)	372 (0 New 5 Used 0 Certified)		🔗
<input type="checkbox"/>	CarGurus	cargurus	3 (0.03 %)	(1 New 1 Used 0 Certified)	106 (35 New 70 Used 0 Certified)		🔗
<input type="checkbox"/>	Cars.Com	carsdotcom	0 (0.0 %)	(0 New 0 Used 0 Certified)	0 (0 New 0 Used 0 Certified)		🔗
<input type="checkbox"/>	bing	bing	0 (0.0 %)	(0 New 0 Used 0 Certified)	444 (436 New 6 Used 0 Certified)		🔗
<input type="checkbox"/>	VLA	vla	0 (0.0 %)	(0 New 0 Used 0 Certified)	92 (20 New 72 Used 0 Certified)		🔗
<input type="checkbox"/>	Edmunds Ad	edmcid	1 (0.11 %)	(1 New 0 Used 0 Certified)	9 (1 New 8 Used 0 Certified)		🔗
<input type="checkbox"/>	Cars.com	cars.com	7 (0.00 %)	(0 New 4 Used 0 Certified)	5283 (1926 New 3259 Used 0 Certified)		🔗

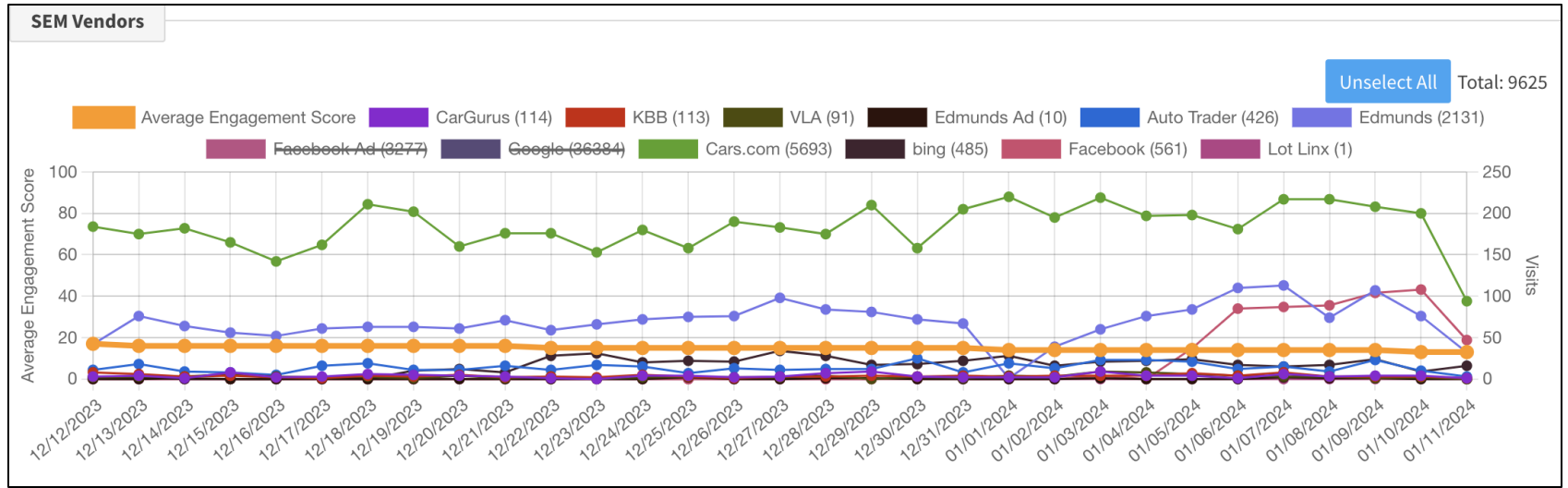
Showing 1 - 10 of 17 << < 1 2 > >> 10 ▾

6,000 **Paid per visit \$0.18**
Paid per lead \$240.00

*Input your budget with selected provider and see real cost per lead.



Tools & Insights to Optimize Spend



Clearly see which marketing channels are the most fruitful

*Measure the direct impact of increasing or decreasing budget of a specific channel

