



engage >  interact >  sell >  service > 

who we are

AutoMotion is the largest mobile platform in automotive. Through a proprietary data and feature set, AutoMotion delivers a significant increase in app shoppers, competitive deals, and monthly service ROs at retail.

why mobile matters

- AutoMotion has **1m+ smartphone shoppers** actively shopping and servicing today at dealers nationwide
- AutoMotion's partnership with Group 1 Automotive has resulted in **400,000 unique** app shoppers to date and **\$4m+ in annualize service** ROs and parts revenue.

why we're needed

Communication Platform. AutoMotion's platform uses beacon, geo-fence, and location targeting technology to provide intelligent, relevant communication to the smartphone.

Data Attribution. AutoMotion's proprietary data set is the missing link in attributing the complete automotive shopper journey.

what we do

The AutoMotion platform drives **engaged, low-funnel app shoppers** for dealers to retail locations.



- 1 App Shoppers:** We drive new on-the-lot , low funnel shoppers and deliver one-to-one attribution of shopper behavior.
- 2 Discovery:** We drive low funnel, ready to buy smartphone shoppers to retail through our **App SEO and App Option Code** technology.
- 3 Showroom:** We close more mobile only shoppers. **AutoMotion Beacons** allow customers to interact with each vehicle while on the lot and in the showroom.
- 4 Service Lane:** We generate additional service ROs and increase scheduled appointments. **Real-time app scheduling** gives customers the easiest way to book their next service and creates a long-term service revenue channel.
- 5 Targeting:** Communicate with a customer with relevant, intelligent messages. **Location Targeting** provides intelligent communication by utilizing location data, beacons, and geo-fence technology.

we drive results

AutoMotion puts **15+ new mobile shoppers** on the lot each month. We bring back **3+ deals** each month from competitors. We create **10+ new ROs** from mobile customers each month.



what we do for you

Large Scale Expertise: Large scale platform supports thousands of automotive retail and OEM deployments.

Turnkey Rollout: Fully automated turnkey solution permits quick integration and seamless rollout.

Complete Flexibility: AutoMotion's platform fully integrates with existing OEM software and 3rd party