



# Do Business Here





### what we do

### AutoMotion captures and converts missing mobile sales and service opportunities.

we add 4 deals monthly from app shoppers we **win 2** monthly competitive deals from app shoppers

we add 10 monthly ROs from app shoppers

# what we do: ROI



### we put **15+ new app shoppers** on the lot each month



we bring back **3+ deals** each month **from competitors** 



we create **10+ ROs** each month



4 new deals from app shoppers **\$4,576 per month\*** 

67% conversion ratio 2 won competitive deals from app shoppers **\$2,288 per month\*** 

\$316 average gross RO 10 service ROs from app
shoppers
\$3,160 per month

\*new car gross only. excludes f&i

# we drive results

### the AutoMotion platform drives engaged, low-funnel app shoppers to the dealership

average downloads per store per year



#### how we do it: technology and data

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Proprietary "App Option" code drives app installs organically from retail websites



Deep links and app links permit app SEO quality - driving organic downloads via search



Captive portal and device detection drive app installs on the lot and the showroom



Exclusive partner integrations, such as xtime drive high usage and engagement



**1. APP SHOPPERS:** We help drive opportunities from the smartphone shoppers

Generate additional on-the-lot-shoppers through an app. **App installs** are low funnel, opt-in shoppers, ready to buy.



2. DISCOVERY: We help mobile exposure here

Build awareness among mobile shoppers through a mobile app. App SEO allows the dealership to be found by smartphone customers. 33% of mobile shoppers now use a dealer's app for shopping.

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Weber Chevrolet Dealer App iTunes: 4.5 \*\*\*\* (33)

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# 3. SHOWROOM: We help sell more here

Close more mobile only shoppers with a smartphone enabled shopping experience. **AutoMotion Beacons** allow customers to interact with each vehicle while on the lot and in the showroom.





## 4. SERVICE LANE: We help drive more appointments here

Generate additional service ROs and increase scheduled appointments. Real-time app scheduling gives your customers the easiest way to book their next service and creates a longterm service revenue channel.





# 5. TARGETING: We help win competitive deals

Communicate with a customer with relevant, intelligent messages. **Location Targeting** unlocks a customer's smartphone and provides intelligent communication by utilizing location data, beacons, and geo-fence technology. The result is high engagement and a superior customer brand experience. 💿 Sprint 穼

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#### slide to unlock



# 1 million + Mobile Shoppers



Install AutoMotion

Add on-the-lot Customers



#### The leading dealer end-to-end mobile solution





Add Sales & Service Revenue

# ADD ON THE LOT CUSTOMERS