



Do Business Here



why mobile matters

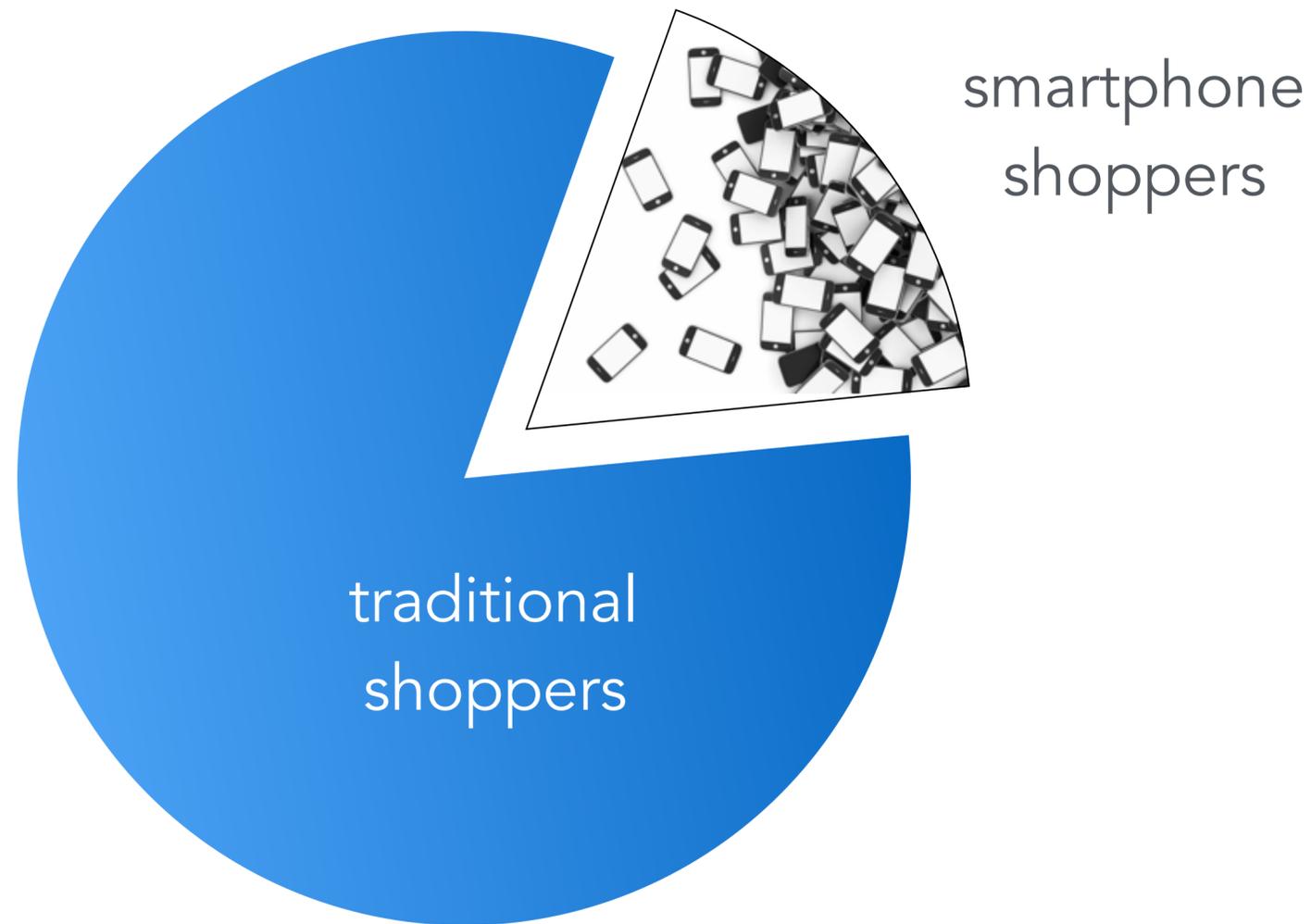
today's customer is shopping
your store with their smartphone



**80% of dealers are missing
\$7k - \$16k in gross to
competitors in 3 key areas**



the missing mobile opportunity



- Few dealers utilize apps despite huge growth in the segment
- Previous apps lacked downloads, usage, and engagement
- **Today's app platforms drive high level usage and conversion**

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



25%
closing ratio



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



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



67%
conversion ratio



2 won competitive deals from app shoppers
\$2,288 per month*



we create **10+ ROs** each month



\$193
average gross RO



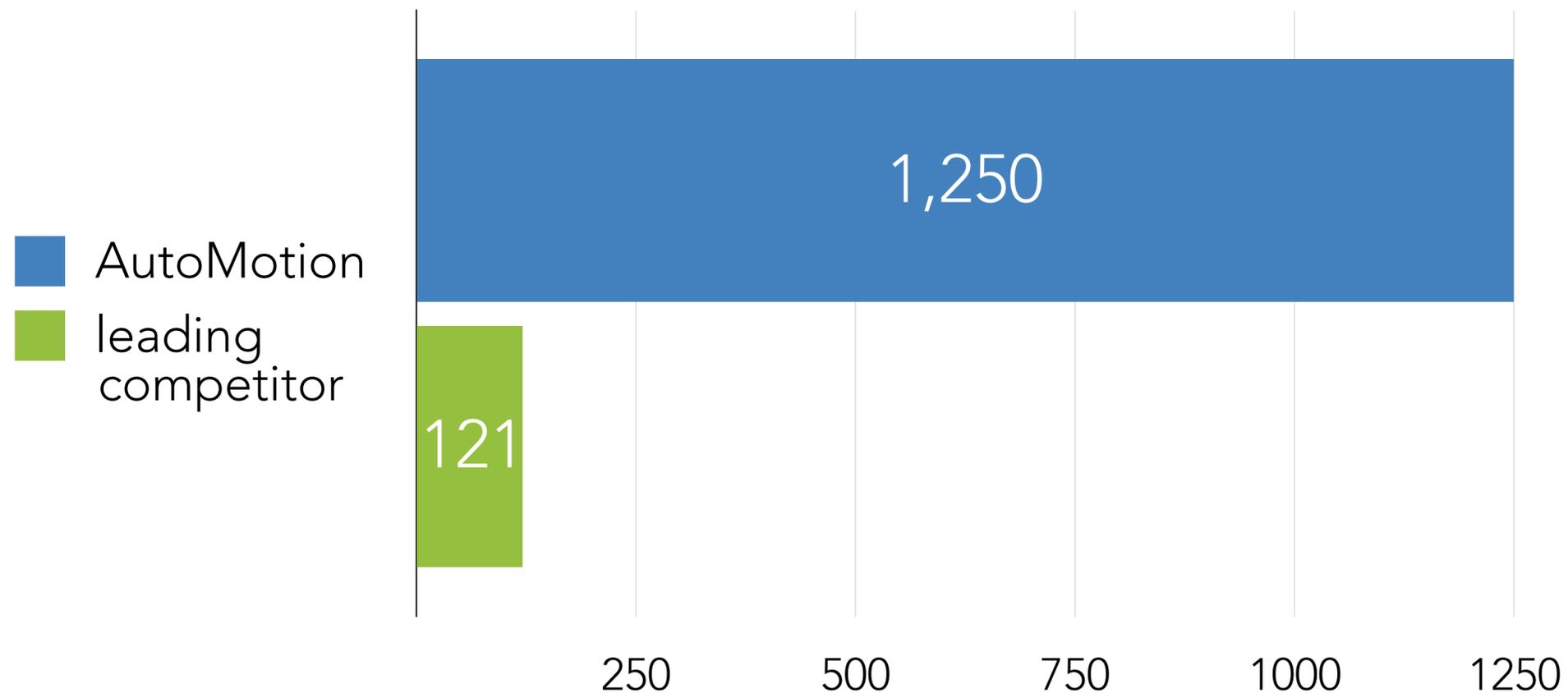
10 service ROs from app shoppers
\$1,930 per month

*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



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

how we do it

1

APP SHOPPERS

App installs are low funnel, opt-in shoppers, ready to buy.

80%

of dealers don't have a mobile app strategy.

2

DISCOVERY

App SEO allows the dealership to be found by smartphone customers.

33%

of mobile shoppers now use an app for shopping.

3

SHOWROOM

AutoMotion Beacons allow customers to interact with each vehicle while on the lot and in the showroom.

72%

of customers who "showroom" will visit another dealership.

4

SERVICE LANE

Real-time app scheduling gives customers the easiest way to book their next service and creates a long-term service revenue channel.

55%

incremental mobile service appointment traffic with an app.

5

TARGETING

Location Targeting provides intelligent communication by utilizing location data, beacons, and geo-fence technology.

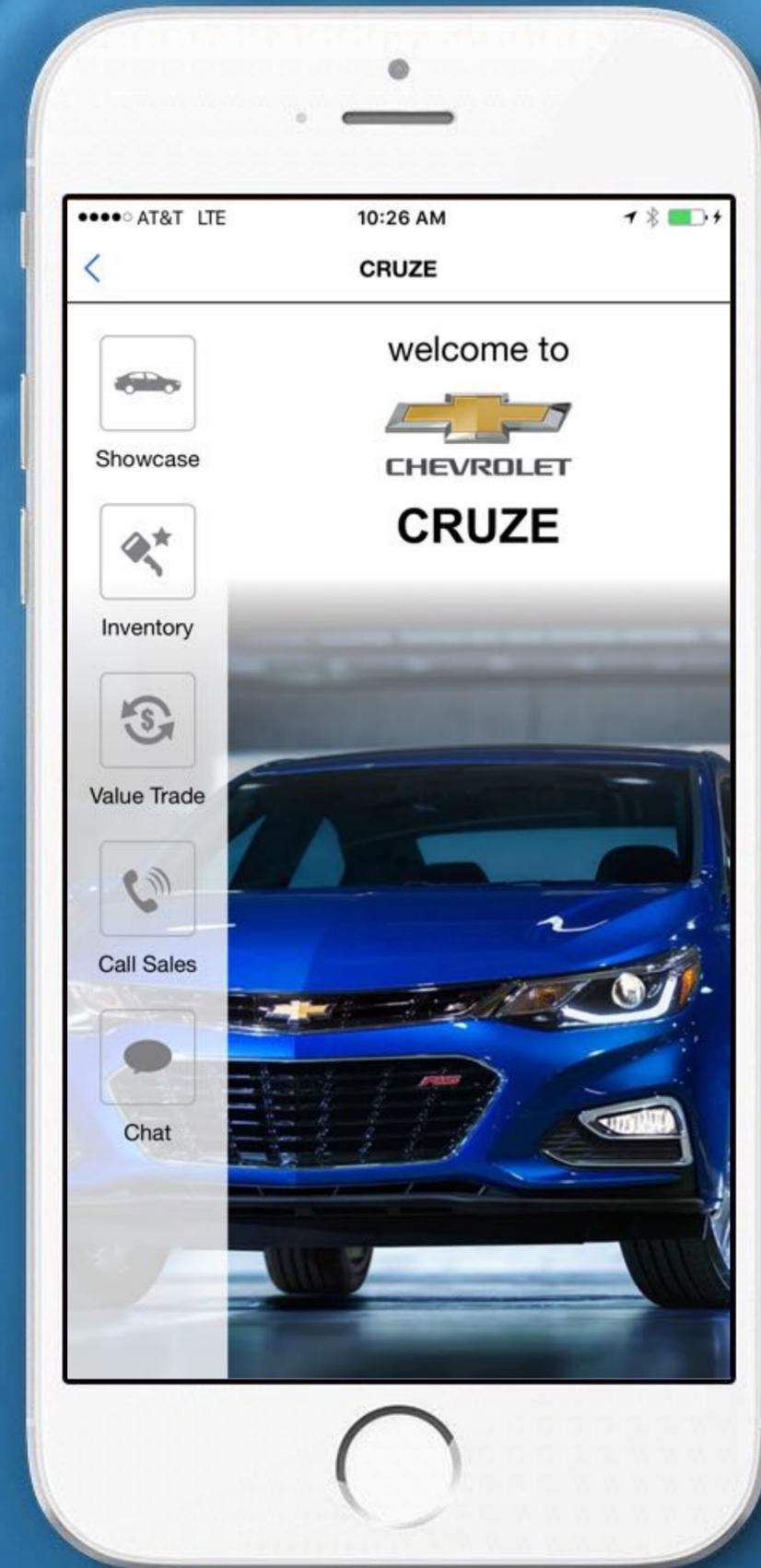
67%

of customers who return to the dealership will close.

1. APP SHOPPERS:

We help drive opportunities from the smartphone shoppers

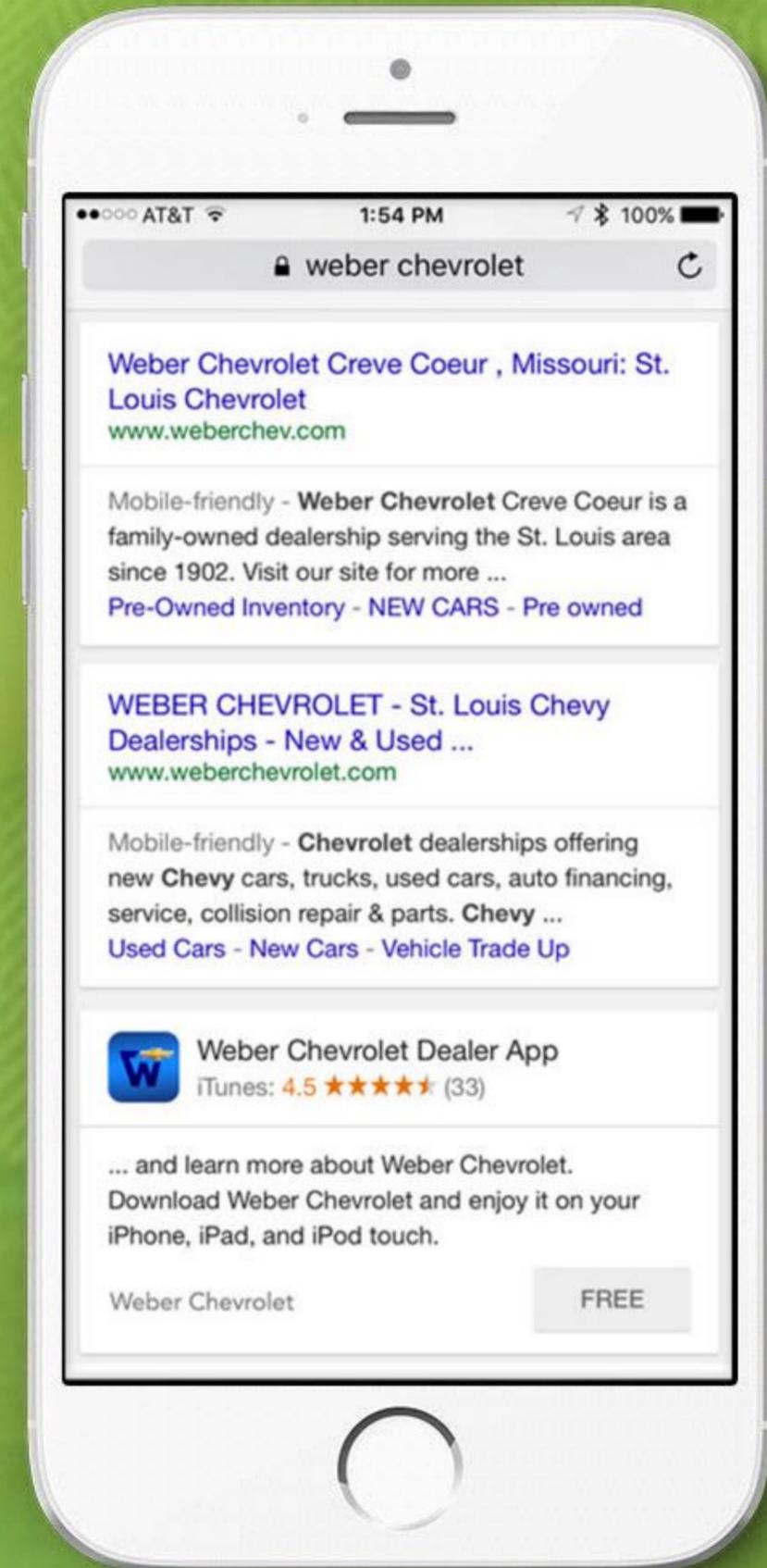
Generate additional on-the-lot-shoppers through an app. **App installs** are low funnel, opt-in shoppers, ready to buy.



2. DISCOVERY:

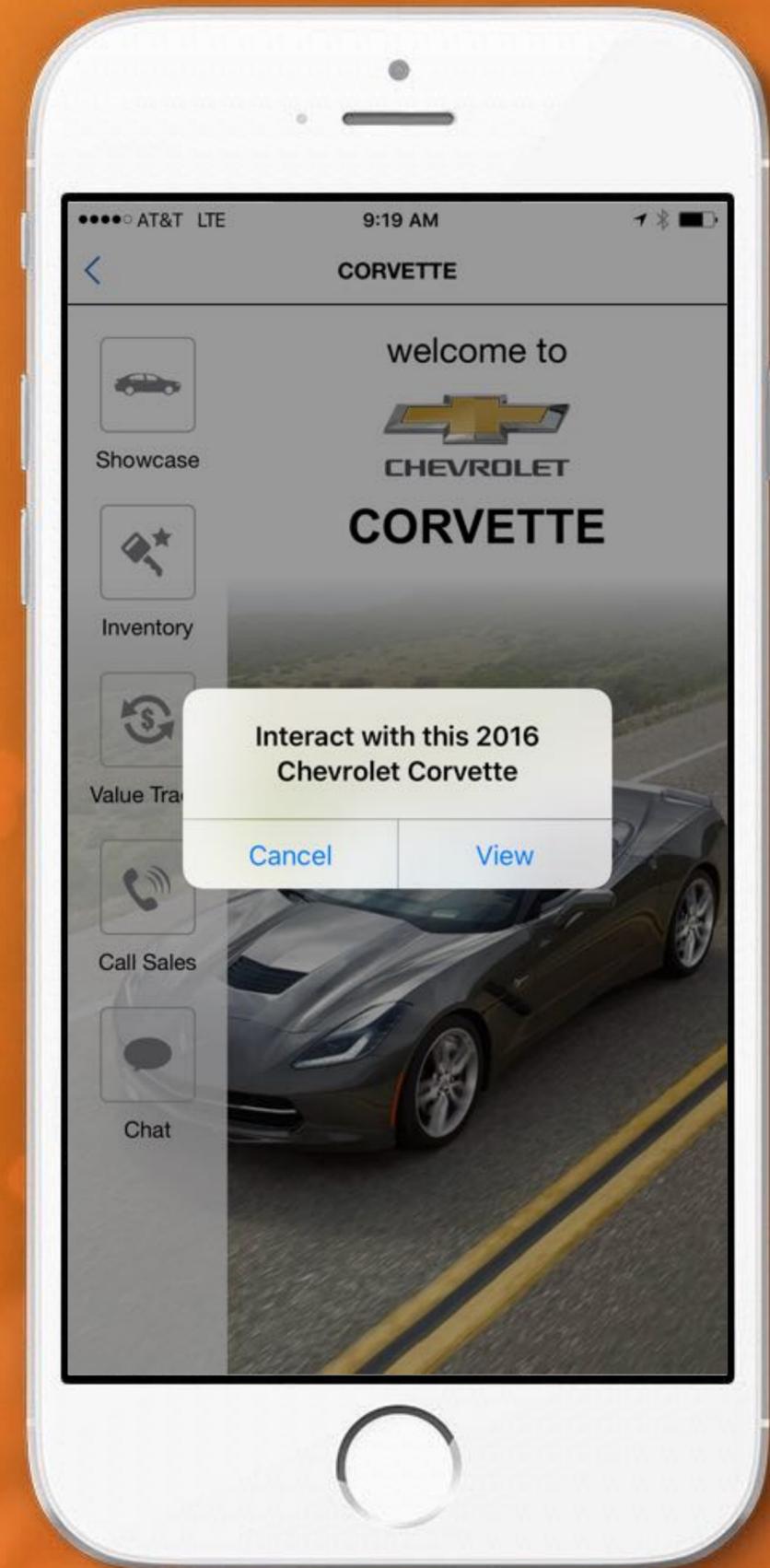
We help mobile exposure here

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.



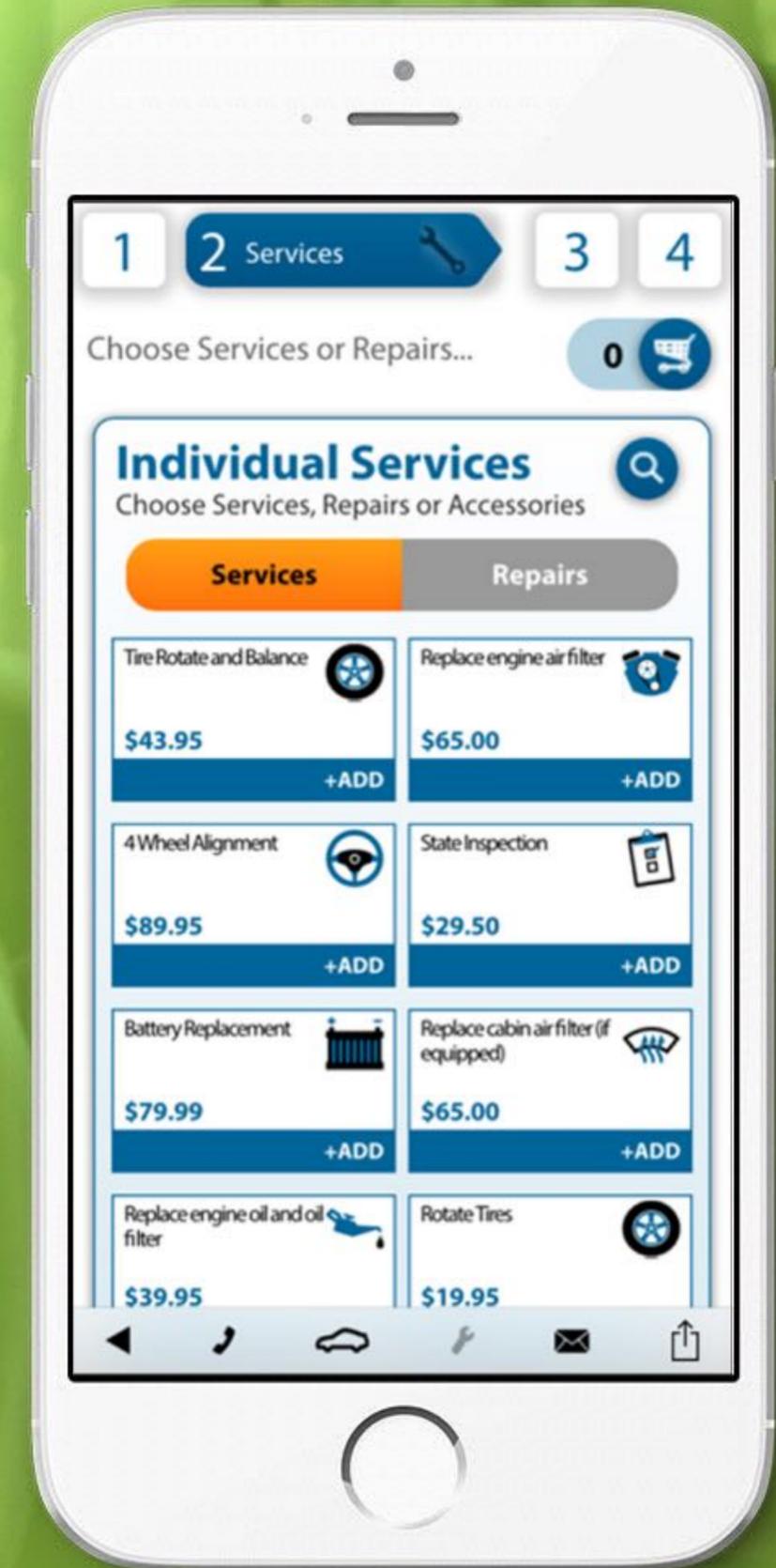
3. SHOWROOM: We help sell more here

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 long-term 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.

