



AutoVerify Overview

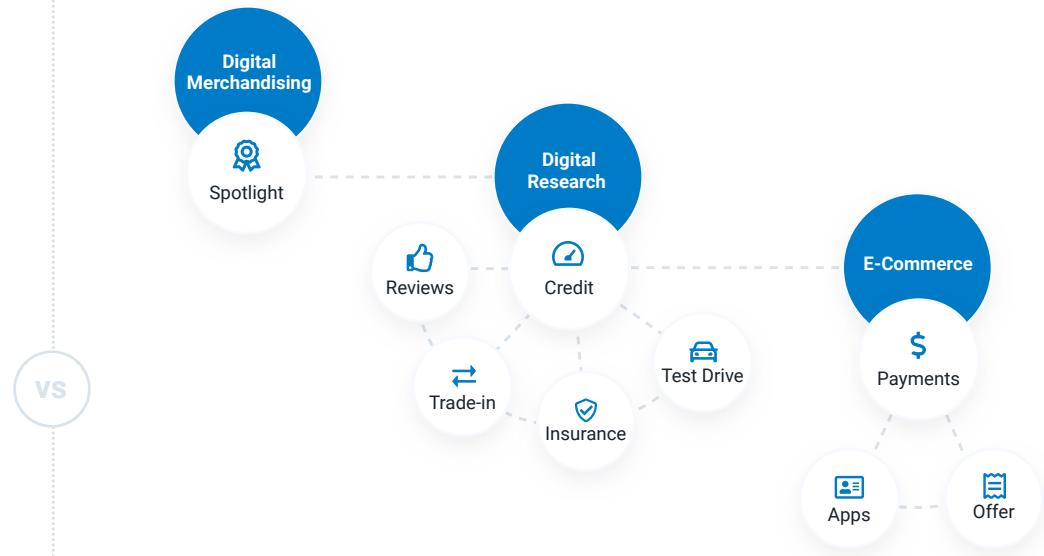
Better leads. More conversions. An easier way to sell from anywhere.

The old way



- ✗ Multiple tools = multiple reps to deal with
- ✗ Broken consumer experience
- ✗ Low lead count and low conversion into dealer
- ✗ Allow customers to calculate payments without pulling credit first

The AutoVerify way



- ✓ One super lead with all info needed
- ✓ Flawless customer experience
- ✓ Most opportunities guaranteed
- ✓ Payment options only available after customer credit is pulled

Measurable ROI



Without AutoVerify

- ▶ Spent nothing
- ▶ Made nothing
- ▶ \$2k gross profit



3000
visitors



Converts
at 3%



10 - 15
leads

Lead to sale conversion rate

Generic forms close 6% of leads on average

1 car sold 0 trades won

With AutoVerify

- ▶ Spent under \$1200
- ▶ Made 20x back
- ▶ \$18k gross profit



3000
visitors



Converts
at 15%



35 - 60
leads

Lead to sale conversion rate

Trade-in 11% **Insurance 12%** **Test Drive 40%**
Credit 23% **Payments 12%** **Finance app 50%**

7 cars sold 2 trades won 18k gross profit

GOOD



3,800 unique visits/month

57 Trade-in leads

25 Credit leads

6 Finance apps

BETTER



6,800 unique visits/month

102 Trade-in leads

46 Credit leads

9 Finance apps

BEST



25,000 unique visits/month

533 Trade-in leads

448 Credit leads

31 Finance apps

Reduced costs



Feeling \$500'd to death?

Why pay six vendors for six separate tools?

Trade-in **\$500**

Credit **\$500**

Reviews **\$500**

Insurance **\$300**

Test Drive requests **\$200**

Credit leads **\$150 each**

E-Commerce **\$1300**

=\$3,450 / month

vs

One trusted partner

Get one digital retailing suite with three layers of functionality that can be configured based on your unique needs – at one low price!

Digital Research **\$799**

- ✓ Reviews
- ✓ Credit/Credit+
- ✓ Test Drive requests
- ✓ Trade-in
- ✓ Insurance

E-Commerce **\$799**

- ✓ Trade-in and Credit leads
- ✓ Payment calculator
- ✓ Finance applications
- ✓ No-obligation purchase offers

Digital Merchandising **Spotlight** **\$0**

- ✓ Vehicle service contracts
- ✓ Prepaid maintenance contracts
- ✓ Total loss (GAP) insurance
- ✓ Tire and wheel protection
- ✓ Interior/exterior protection
- ✓ OEM Rebates and incentives
- ✓ Vehicle awards
- ✓ SiriusXM availability and promos
- ✓ Great deal
- ✓ Getting noticed
- ✓ New vehicle listings
- ✓ Low mileage
- ✓ Price reduction

\$1199 / month

(bundle price, + \$6.00 / credit lead)