



Created for Mazda

trade+

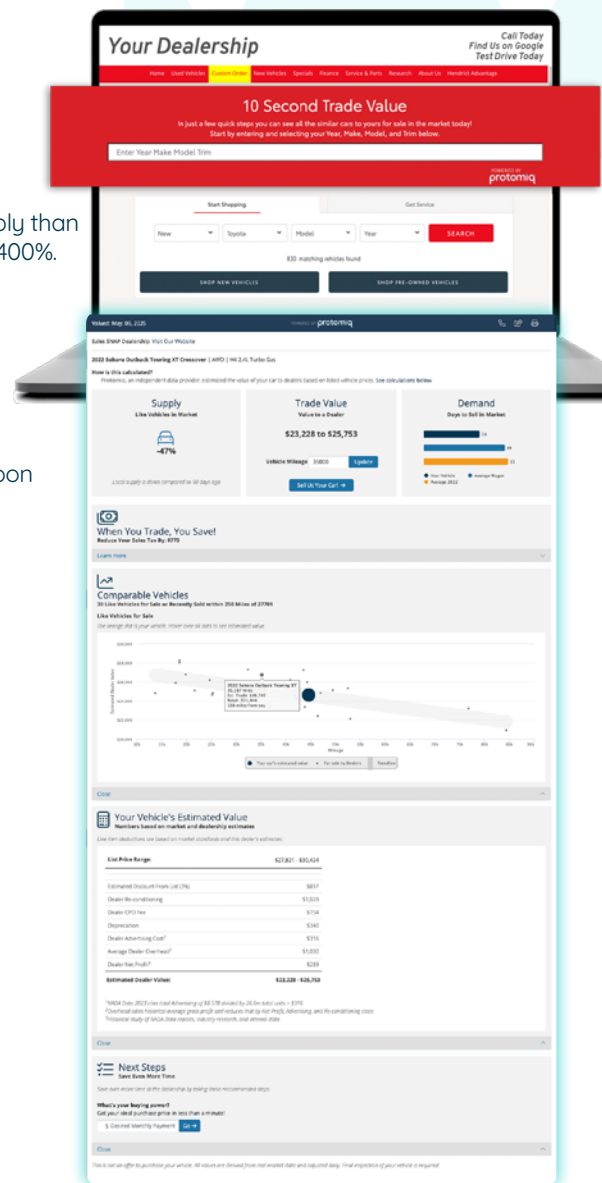
Automotive industry's highest **ROI website conversion tool** for trade-in leads and inventory sourcing

Benefits

- 
Highest ROI Web Conversion Tool
 Trade converts your website traffic to leads more effectively and affordably than any other solution in the market today. Trade-in leads typically grow 300-400%.
- 
Inventory Sourcing
 Configure the factors that influence a trade-in range to align with your sourcing strategy.
- 
Increased Gross/Net
 Configure your trade-in ranges to be conservative or aggressive based upon your playbook, resulting in more gross on vehicles acquired and sold.

Key Differentiators

- 
Real-Time, Local Market Data
 Values are localized to your dealership, not to book values or irrelevant national averages.
- 
Hot Leads Report
 Do you know who keeps revisiting your site and which vehicles they're browsing? We do. We deliver these high closing percentage leads to you on a silver platter daily.
- 
Value Watch
 Trade leads are automatically subscribed to Value Watch (purchased separately) to receive automated monthly texts and emails of their vehicle's value.
- 
Video
 Customers can take a video of their vehicle, creating super leads and setting realistic expectations on vehicle condition.



"We have received more leads in the first month with Protomiq than we had in the last 3 with KBB."

Chris Johnston, General Manager, VW of Duluth

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offer

Find more motivated shoppers with our configurable single price offer solution.

Benefits

- Keep Website Conversions High**
Integrated directly into Trade, capture contact information early while more motivated shoppers move closer to purchase.
- Adapts to Your Sourcing Strategy**
Out-manuever your competition with customizable questions and deductions, optimizing your inventory sourcing strategy.

Key Differentiators

- Customizable Questions**
Use our default list of questions to help a consumer value their trade-in, or create your own. This ensures values will be accurate in your local market.
- Local Market Data**
Each trade-in report is localized to your dealership, rather than pulling in national averages that don't reflect your market's reality.
- Flexible & Customizable**
You have total control over where Offer lives on your website, how aggressive your values are, and its design.
- Value Watch**
Trade builds your Value Watch subscriber base automatically, allowing for re-targeting and retaining customers.
- Video**
Customers can take a video of their vehicle, setting realistic expectations on vehicle condition.

Easy Consumer Process



"If we couldn't customize the questions we ask consumers, nor the deductions related to those questions, we wouldn't be seeing these results. Offer is an excellent product."

J.F. Alexander McQueary - GSM Hubler Ford Franklin

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autobio

Sales Enablement That Puts Your Customers First

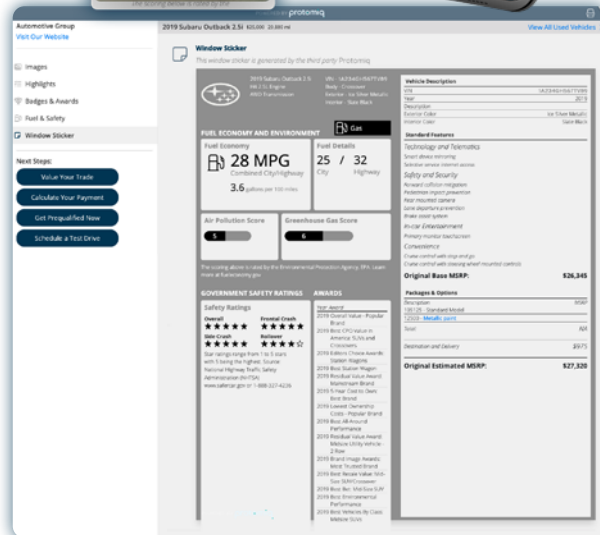
AutoBio keeps customers engaged with all the information they need, and makes every sales person an instant vehicle expert and skilled communicator.

Benefits

- Increase Engagement & Visit**
AutoBio presents all the necessary vehicle information in one spot: CARFAX or AutoCheck, service records, window sticker, market data, keeping people engaged with your dealership.
- Bring “Dead” Deals Back To Life**
Protomiq alerts your team when a previous lead re-engages with the AutoBio report, whether their first contact was 3 days or 3 months ago.
- Turn Browsers Into Buyers**
AutoBio turns researchers into leads, helping them value their trade-in, calculate their monthly payment, or shop by their budget.

Key Differentiators

- Seamless Integration With Website Conversion Products**
We've integrated our website conversion products, Trade, Offer, and Payments, directly into AutoBio so consumers can immediately take the next step.
- Rich Market Data About Each Vehicle**
We pack AutoBio with rich market data that creates urgency and builds value in the eyes of your customers, and you'll hold more gross.
- Easy-to-Use Mobile App**
The Protomiq app allows your team to send an AutoBio from their mobile device while on the lot or on the go, giving your customers the info they need immediately and easily.
- Personalized Video Integration**
The optional Video For Sales integration enables your team to send an Autobio report with their personalized video intro or walk-around embedded.
- WheelsTV**
Professionally crafted embedded video brochures for every year, make, and model vehicle on your lot.
- VIN Check***
Get the detailed digital brochures for non-inventory vehicles to have better conversations with customers about their trade-in and to help when acquiring inventory. *Option requires purchase



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badges

Highlight unique details of **every car in your inventory** to build value and create urgency.

Benefits

Build Value

Conversations begin with value, rather than a race to the bottom on price.

Create Urgency

When presented with market-driven facts, shoppers act with greater urgency to purchase their next car or truck.

Increase Engagement

Consumers that engage with Badges spend nearly triple the time on your site, and be twice as likely to return.

Customizable

Customize look & feel to match your site, and create your own custom Badges to promote sales events.

Key Differentiators

- **Fully Automated** - TradePending ingests your inventory daily, automatically applying the Badges to the SRP and VDP.
- **Custom Messaging** - Create and customize "Manager's Specials" to promote home delivery, new tires, new brakes, and other options.
- **Website Design** - Customize branding to match your website design.
- **Google Analytics** - Easily track Badges interactions on your website.



BADGES CATEGORIES

- VIN Vehicle-Based
- Supply Driven
- Demand Driven
- Mileage
- Used Car
- Price
- Awards
- Country of Origin
- Warranty
- Car Options
- Service

Users that interact with badges spend:



146%
More Time
On Site



52%
More Pages
Per Session



146%
Return to the
Website More Often



"Our conversations with customer focus on the unique value of each vehicle, instead of starting price negotiations immediately."

John Bartle - Hebert's Town and Country CDJR

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payments

5x Your Website Leads

Our payment solution captures consumer interest early in their buying journey with a 30 second (not a 30 minute) process.

Benefits

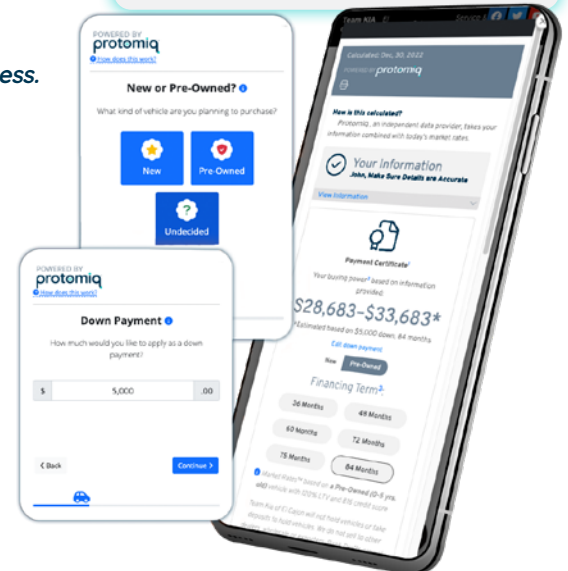
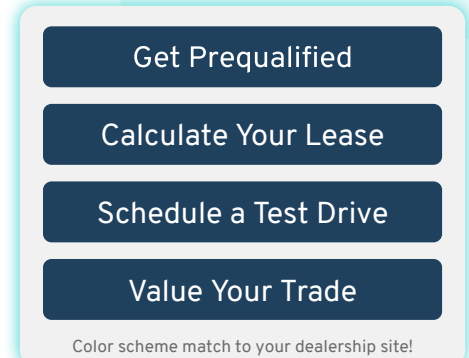
- 
Get More Leads, Sell More Cars
 Our unique process gives your shoppers multiple ways to be converted in to a lead. Especially on mobile, **we WILL be your #1 website lead conversion tool.**
- 
Better Quality Leads
 A first-party Payments lead will have 4X more information than a third-party source or typical website submission, creating better conversations, more appointments, and higher closing ratios.
- 
Fully Configurable
 Payment amounts, ranges and types including finance terms, underlying interest rates, interest rate calculations, minimum amount financed, trade values and specific dealer disclaimer for pricing are all configurable so **you're never boxed into a corner and are always in control of the process.**

Conversion Powerhouse

- 
Streamlined Process
 Makes Payments your #1 ROI site traffic conversion product... every time.
- 
Fast, Easy, and Fun
 Shoppers finish the Payments process at a 25-30% rate!
 Compare that to your digital retailing tool.

Key Differentiators

- 
Process takes 30 seconds, not 30 minutes
- 
Customizable and configurable to complement your F&I process, not replace it
- 
Amazing mobile experience, leading to the highest form completion rates in the industry
- 
Value Watch – Payments leads with a trade-in are automatically subscribed to Value Watch (purchased separately) to receive automated monthly texts and emails of their vehicle's value.



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