

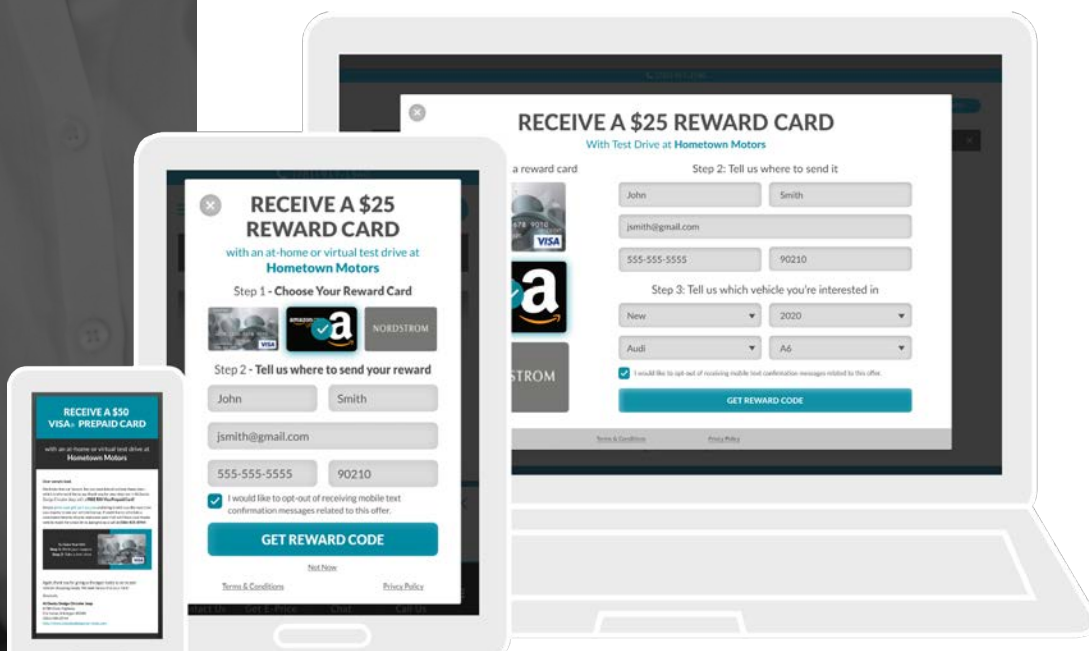


AUTOHOOK®

TURN IN-MARKET PROSPECTS INTO SHOWROOM VISITS AND SALES

AutoHook uses a methodical approach to motivate shoppers to come into the dealership:

- ✓ Website overlays deliver targeted, private offers
- ✓ Uses Urban Science data to identify and target the highest intent-to-buy customers and deliver private offers through existing marketing efforts & channels
- ✓ Takes over unworked, unclosed leads when sales team stops following up
- ✓ Motivates prospects on hard-to-sell inventory
- ✓ Targets geographic areas with high lead defection



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