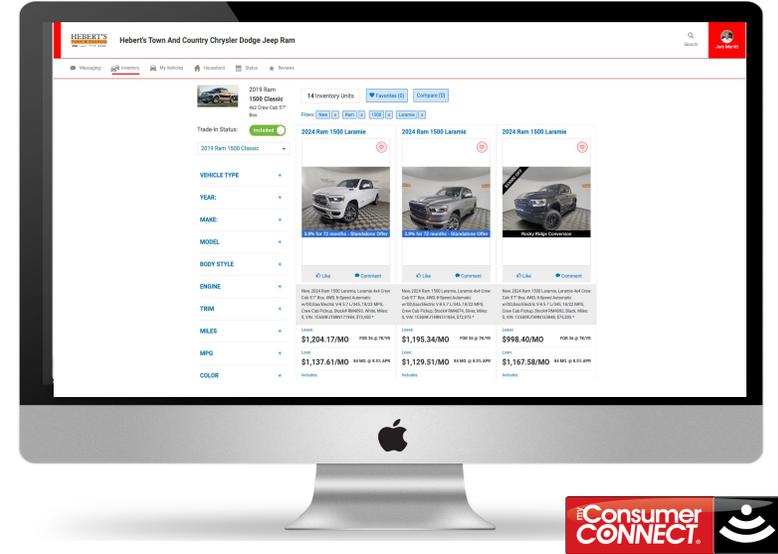


Example of Autonomous



Autonomous Marketing & Media Management System



Autonomous – “having the freedom to govern itself or control its own affairs”

5 Powerful Autonomous Programs

Each of these 5 Programs are designed to give you maximum targeting of real people and real marketing prospects



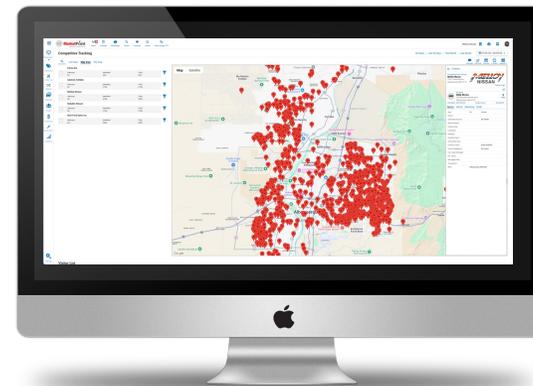
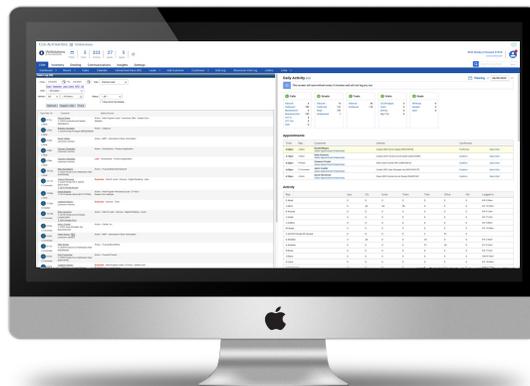
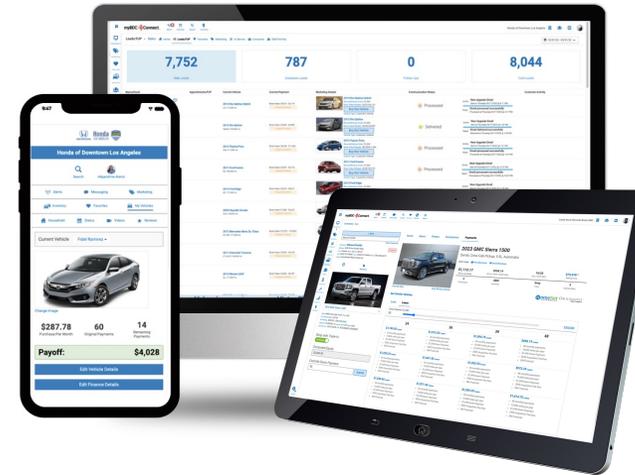
Email



Personal Web



Feedback



Program Outline

WebPoint

- Deanonimize Visitors
- Create Online Portal
- Messaging for 36 mos.
- Relay Shopping Activity
- Monitor Sales Transactions

LifecyclePoint

- Sales & Lease Customers
- Service to Sales Conversion
- Bank Statement Style Messaging
- Daily Messaging
- Relay Shopping Activity
- Monitor Sales Transactions

SocialPoint

- Present Inventory to Prospects
- Relay Directly to VDP Pages
- Deanonimize Visitors
- Create Online Portal
- Messaging for 36 mos.

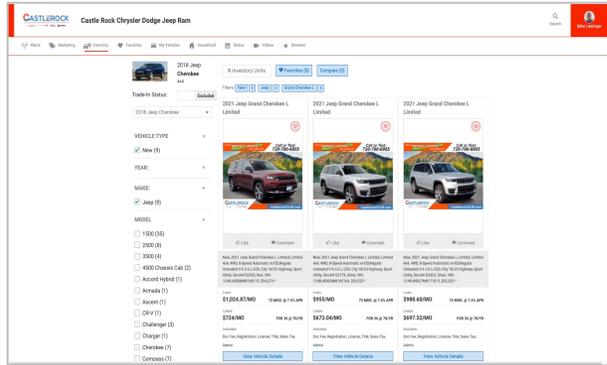
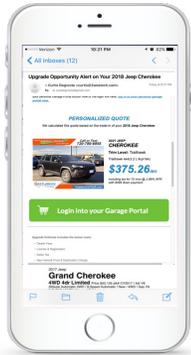
CRMPoint

- Dead, Lost & inactive Leads
- Create Online Portal
- Messaging for 36 mos.
- Persistent Recapture Strategy

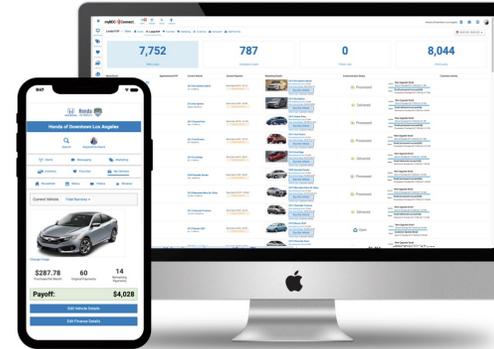
LocationPoint

- Identify Competitors
- Customers
- Name, Address, Contact Info, Credit Range
- Create Online Portal
- Messaging for 36 mos.

Daily Triggered Marketing delivers consistency every time



Real Time Notifications via Customer Update Summary



- Visits their Garage Portal
- Updates their Vehicle Information
- Leaves Personal Feedback
- Shops vehicles & which ones
- Favorites an Inventory Item
- Indicates they are **READY NOW**

Deployment uses Digital & Traditional Outbound Communications tied directly to the Interactive Private Consumer Garage Portal

- 1** Analysis & Target Creation
- 2** Offer Type, Media Selection and Channel Fulfillment
- 3** Secure Deployment & AI Monitoring
- 4** Automated Triggered Alerts & Post Sale Analysis



Email



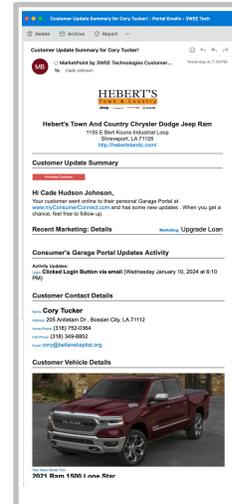
Web Portal



Digital Presentation



In-store Print



What did they Buy?

What did they Trade-in?

What was the Front / Back Gross?

Did we Under Allow on Trade?

2015 Honda Accord Sedan 4dr V6 Auto Touring (Trade-in)	2022 Honda Pilot AWD Special Edition (Upgrade)
Upgrade Type: Used Loan	
Gross Profit: -\$1,679 / \$3,791	Total Gross: \$3,112
Trade Underallowance: \$2,255	Total Potential Gross: \$4,367





Autonomous Campaign Themes

Consistent Follow Up with an average of 1-3 Emails per Month based on Behavioral Triggers

Check out our Reviews

Meet Your Salesperson

Sales Referral

Happy Birthday

Vehicle Upgrade

Inventory On Demand

Appraisal On Demand

Vehicle of Interest

3 Upgrade Options

Vehicle Buyback

Are You in the Market?

May we Text You?

Hot on the Lot

Vehicle Sold - 3 Others



168 Points of Contact over **3 Years**

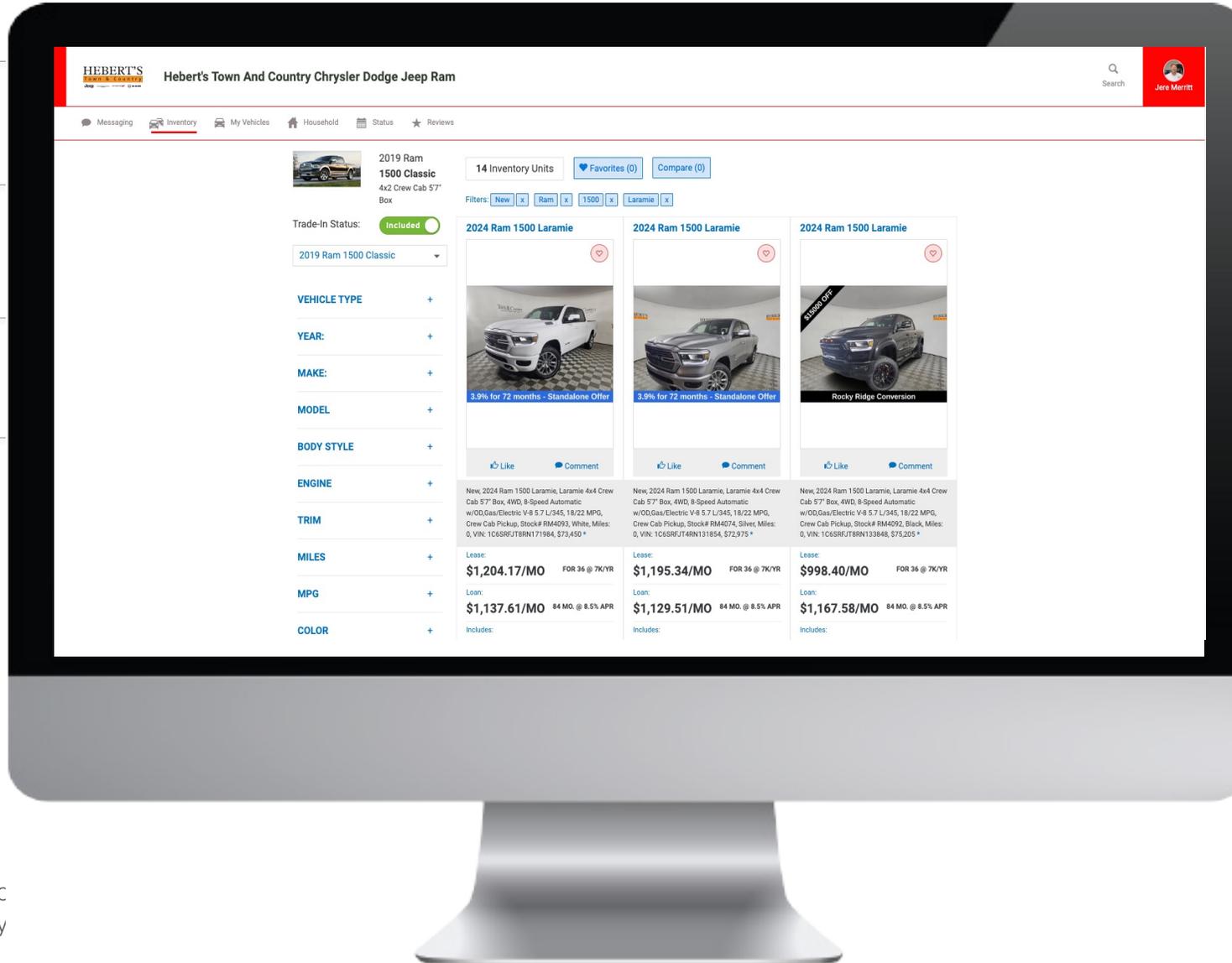
Private Consumer Garage Portal: trackable shopping experience

Purchase Intent Engine drives dealer alerts

Manage, Edit, Update or Add a Vehicle to the Garage

Search & Compare Any Vehicle from Inventory

Instant VDP Pages with Shopping Tracking



Dealership Sales Consultant Contact Info

My5 Vehicle Comparison to Trade-in

Inventory Favorite

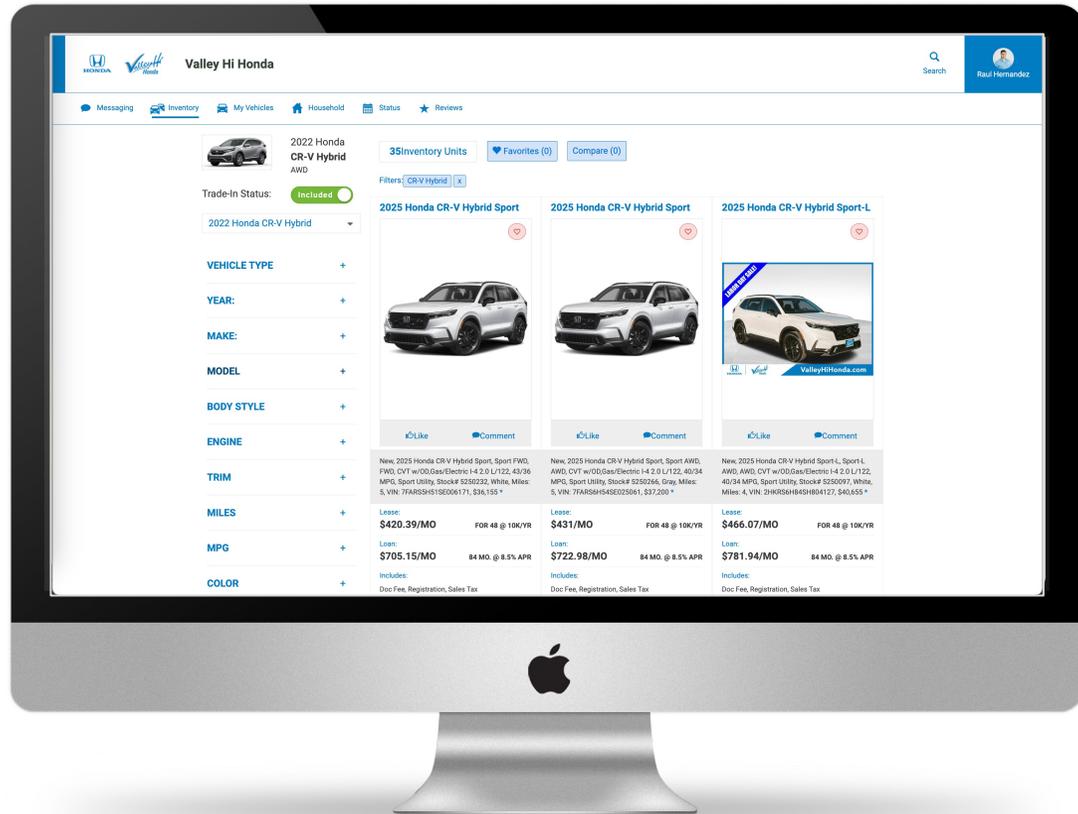
Shop with Sales Tax and Drive Out Fees

Real Calculated Purchase and Lease Offers with or without trade included

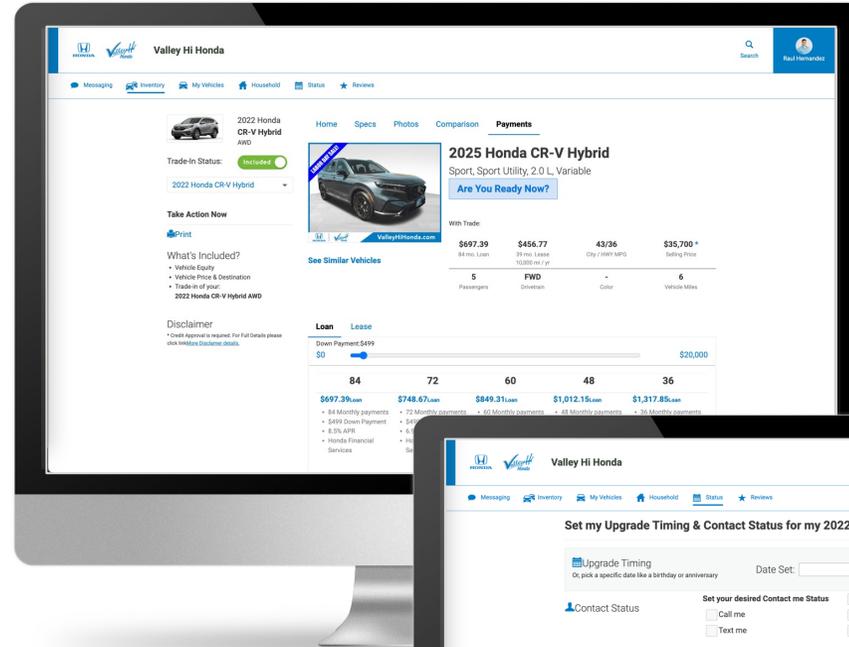


VDP Pages with Phc Loan and Lease Pay vehicle in inventory

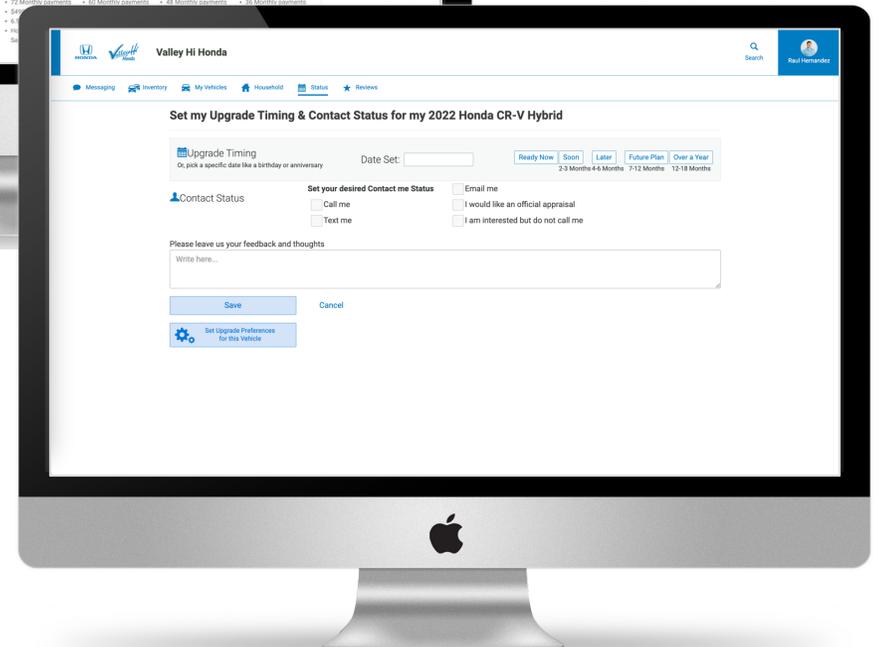
Private Consumer Garage Portal: trackable shopping experience



Equity Incorporated Calculated Inventory

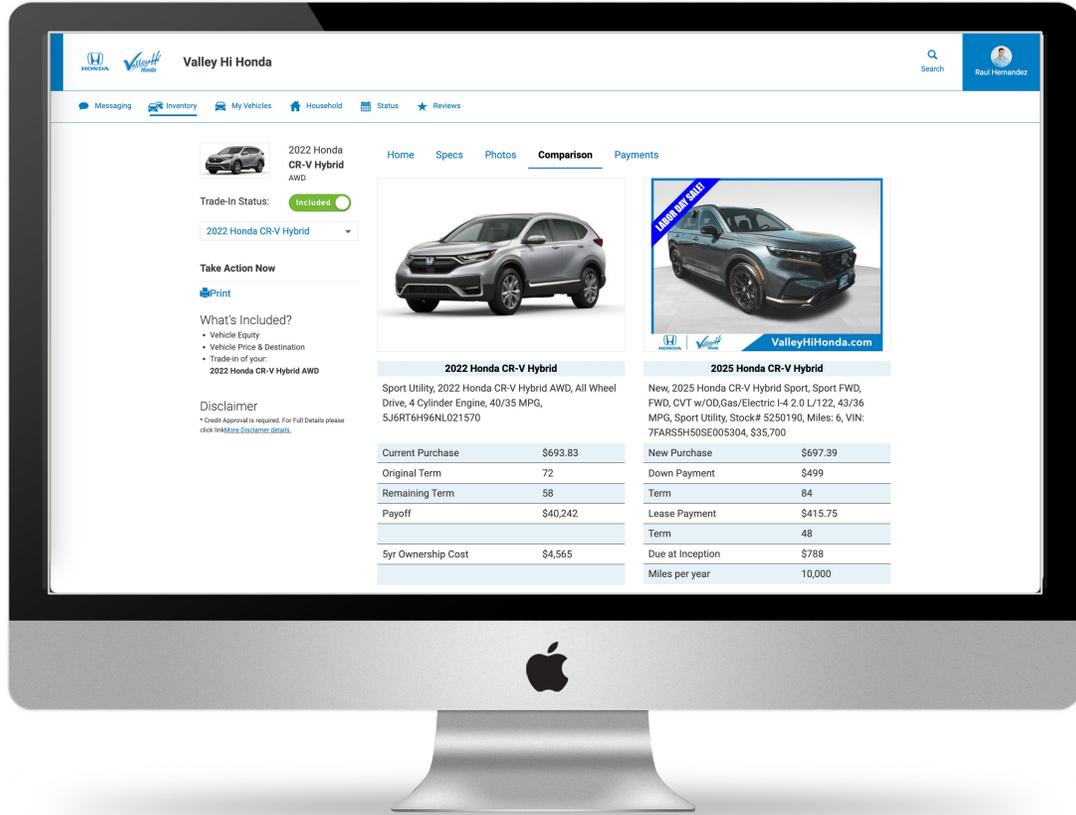


In-Market Timing Application

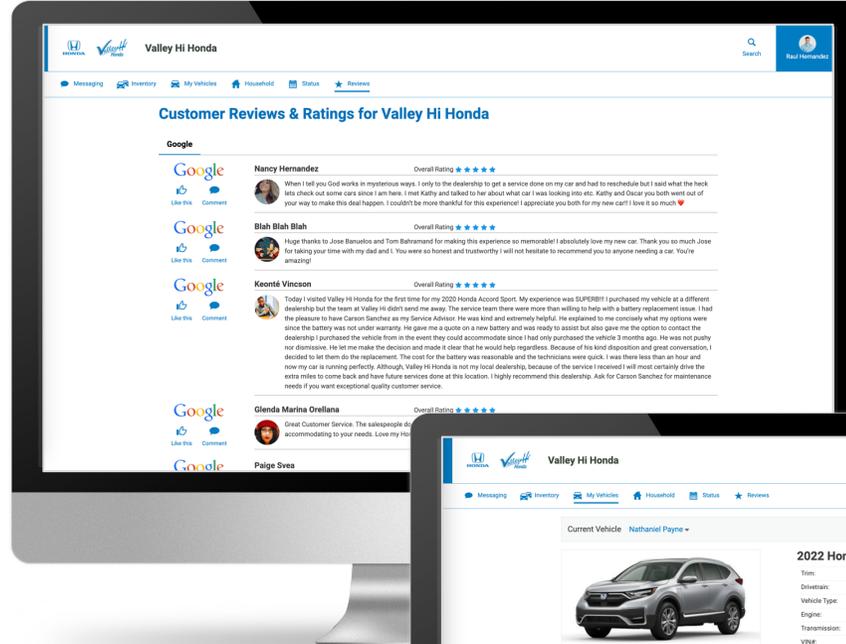


Equity Based Calculated Payment Application

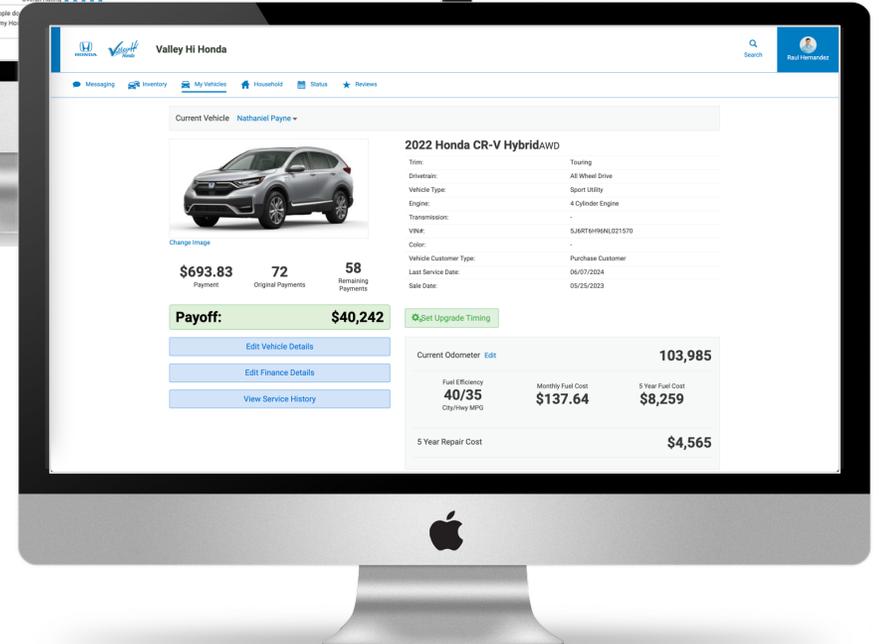
Private Consumer Garage Portal: trackable shopping experience



Side by Side Equity Upgrade Presentation

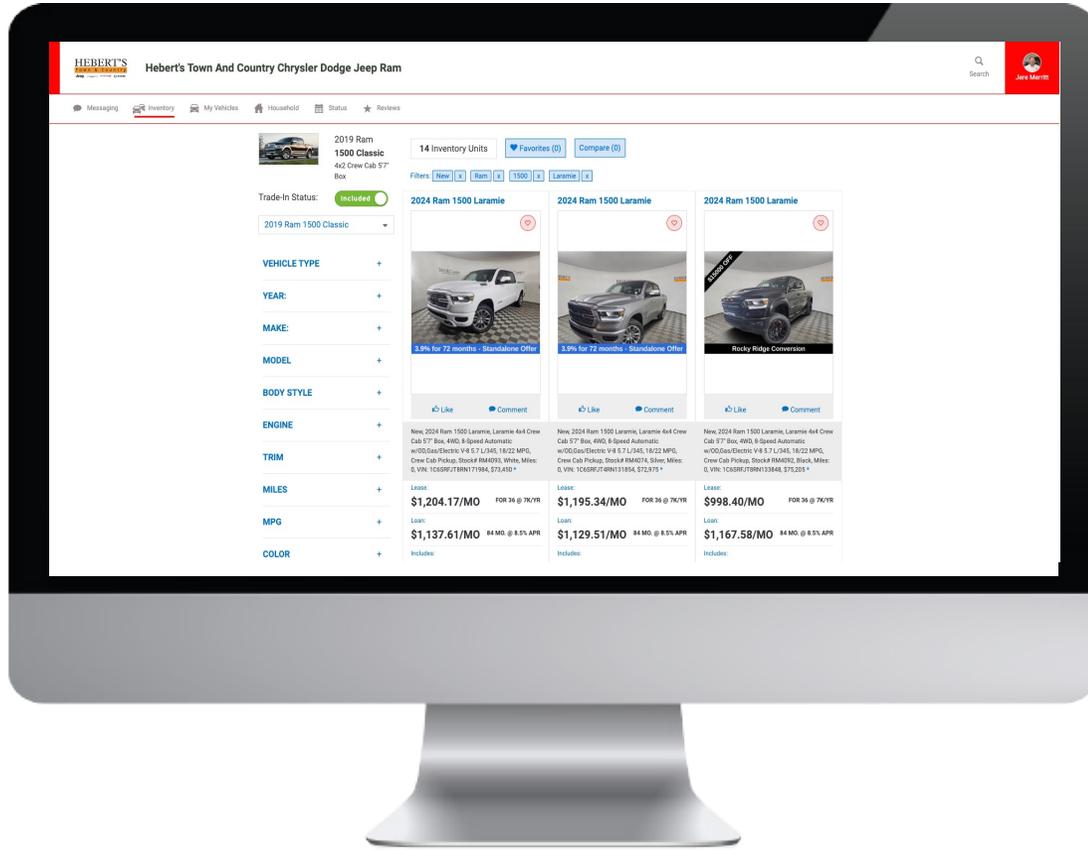


4- & 5-Star Google & Facebook Reviews



Consumer Vehicle Update & Edit Panel and Service History

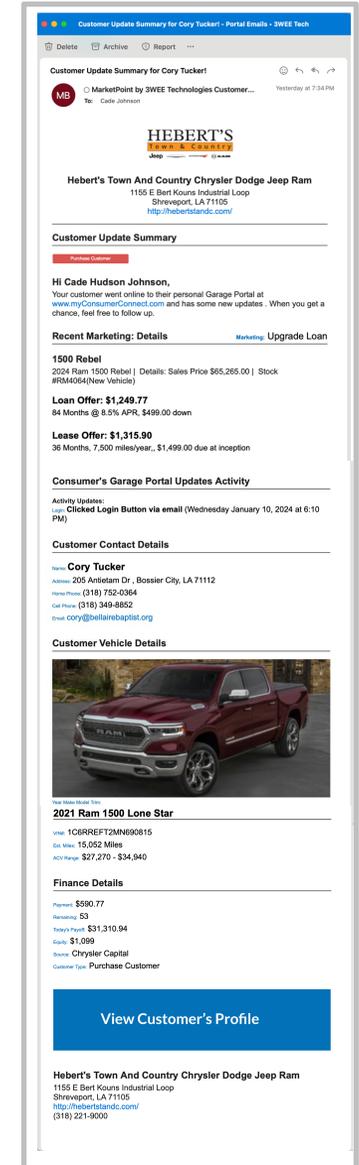
Private Consumer Portal: trackable shopping experience



AI Generated Feedback to Salesperson Alerts are sent when the Customer:

- Visits their Garage Portal
- Updates their Vehicle Information
- Leaves Personal Feedback
- Shops vehicles & which ones
- Favorites an Inventory Item
- Indicates they are READY NOW

Consumer Portal Notification
Email to Staff



Automated Dealer Follow Up Portal: Engagement Platform

MP MarketPoint Automated Technology Solution

Home: Super Admin | 08/20/24 - 08/20/24

Consumer Portal Activity

Live Alerts	Customer Activities	Follow Up Tasks
08/17/2024 3:16 PM ★ Ryan Coyne 2017 Honda CRV 7Z,620 Miles Logged In	08/20/2024 2:37 PM ★ Jeffrey Jerez 2018 Honda Accord Sedan, 83,266 Miles Logged In	08/20/2024 2:07 PM ★ Noe Carrillo 2018 Honda Civic Hatchback, 85,139 Miles Logged In
08/20/2024 7:45 AM ★ Alex Gonzalez 2014 Honda Accord Sedan, 135,774 Miles Logged In	08/20/2024 6:06 AM ★ Frederick Garcia Hernandez 2022 Honda Civic Hatchback, 23,307 Miles Logged In	08/20/2024 6:06 AM ★ Toni Hodson 2017 Honda Civic Sedan, 64,484 Miles Logged In
08/19/2024 11:24 PM ★ Jose Alvarado 2020 Honda CRV 30,614 Miles Logged In	08/19/2024 9:25 PM ★ Noe Rojas 2018 Honda Civic Si Coupe, 84,660 Miles Logged In	08/19/2024 9:03 PM ★ Christian Amezcua 2021 Honda Accord Sedan, 43,593 Miles Logged In
08/19/2024 8:37 PM ★ Dale Evans 2012 Honda Crosstour 76,622 Miles Logged In	08/19/2024 8:02 PM ★ Clemencia Ajanel 2010 Honda Insight, 138,397 Miles Logged In	08/19/2024 7:58 PM ★ Dante Lankford 2011 Honda Odyssey, 230,995 Miles Updated Customer Info
08/19/2024 8:41 AM ★ Steven Matthew Goldsobel 2022 Honda Civic Sedan, 40,824 Miles Logged In	08/19/2024 6:42 AM ★ Lorena Tarango 2014 Honda Civic Sedan, 59,328 Miles Logged In	08/18/2024 7:21 PM ★ Juan Valdez 2004 Honda Accord Sdn, 230,944 Miles Logged In
08/18/2024 5:41 PM ★ Rosario Morales 2008 Honda Civic Hybrid	08/18/2024 5:36 PM ★ Arturo Gonzalez 2013 Honda Accord Sedan	08/18/2024 5:04 PM ★ Eve Brown 2009 Honda Accord Sdn, 203,043 Miles

Daily Automated Sentiments

(811) All	(1) Online	(1) FUP	(5) Rated	(5) Appt	(182) Birthday	(154) Annv.	(321) Ref.
Romeo Castillo Valdes (1) Vehicles 6121 Hawthurst Pl North Hollywood, CA, 91606 Car: (818) 415-9728 Last Service: 11/20/2023 Email: auroa_317_101@hotmail.com Book: \$14,350 - \$19,565 Equity: \$2,887 2021 Honda Civic Sedan, EX Process: 0% (23) Notes							
Crisoforo Calisto (1) Vehicles 5133 Wall St Los Angeles, CA, 90011 Car: (202) 749-9646 Last Service: 06/02/2021 Email: calistomg40@gmail.com Book: \$9,305 - \$13,060 Equity: \$10,644 2017 Honda Civic Sedan, LX Anniversary							
Bernardo Luna Valez (1) Vehicles 1000 W Edgewood Rd Los Angeles, CA, 90026 Car: (213) 249-8200 Last Service: 08/11/2018 Email: bernardoluna22@gmail.com Book: \$15,040 - \$21,675 Equity: \$18,280 2018 Honda Clarity Plug-In Hybrid, Touring Birthday							
Alex Gonzalez (16) Vehicles 204 East Lucien Street Compton, CA, 90222 Car: (202) 616-8020 Last Service: 12/22/2020 Email: vickysophia@yahoo.fr Rating: ★★ Connecting Book: \$7,795 - \$12,860 Equity: \$10,585 2014 Honda Accord Sedan, Touring							

Consumer Alerts of Live Activity on Dashboard

Consumer Connect

Home of Downtown Los Angeles | 02/01/22 - 02/28/22

Marketing Dashboard

1,888	2,256	325	15,972	9,546
Purchase Upgrades	Lease Upgrades	Warranty Alerts	Service Conversion	Service Buyback

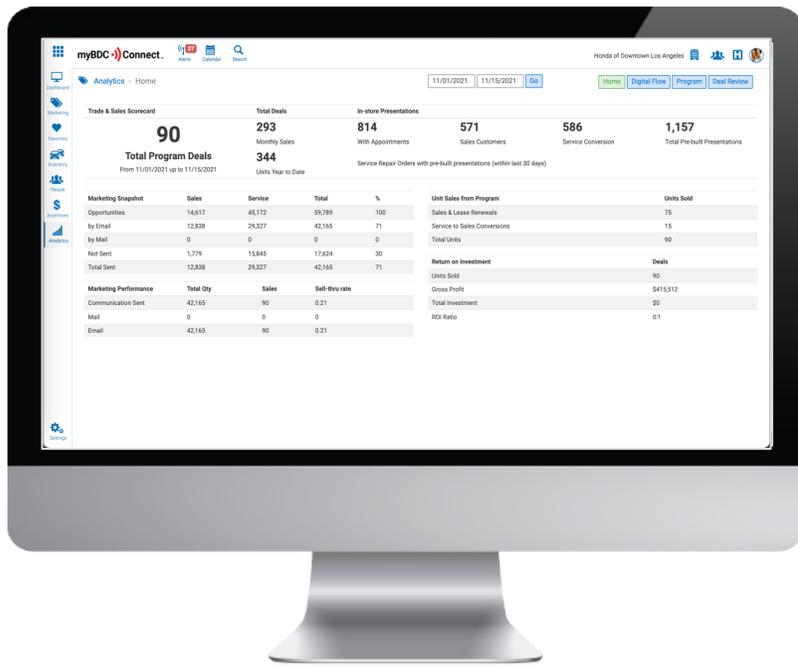
Marketing Details

Current Vehicle	Current Payment	Marketing Details	Communication Status	Customer Activity
2020 Honda Civic Sedan Sport 1.8T, 675 mi. Equity: \$4,810 Payoff: \$2,251 Sales: 01/02/2020 Last Service: 01/04/2023	\$481.03/mo 36/11 term Book Value: \$24,261 \$27,079 Lease Customer	2022 Honda Civic Sedan Sport-L, 675 mi. Lease: \$403.34 / 48 mos (10K) View Offer Details	Equity Upgrade Email Sent at Friday 02/04/2022 @ 4:23 PM React: successfullly Delivered at Friday 02/04/2022 @ 4:23 PM	
2018 Honda Accord Sedan Sport 1.8T, 123,645 mi. Equity: \$214 Payoff: \$1,888 Sales: 11/02/2017 Last Service: 02/02/2022	\$640.42/mo 72/01 term Book Value: \$13,692 \$15,633 Purchase Customer	2022 Honda Accord Sedan Sport-L, 675 mi. Lease: \$433.46 / 72 mos. Lease: \$403.71 / 48 mos (10K) View Offer Details	Equity Upgrade Email Sent at Friday 02/04/2022 @ 4:37 PM React: Customer Clicked on Email Processed at Friday 02/04/2022 @ 4:37 PM	Login Form Email @ 12/17/2021 09:00 AM Shopped @ 12/17/2021 09:01 AM
2012 Chevrolet Cruze LS, 163,023 mi. Equity: \$2,906 Sales: 01/04/2012 Last Service: 01/01/2015	\$276.64/mo Book Value: \$2,006 \$3,893 Purchase Customer	2009 Honda Civic Sdn LX, 163,023 mi. Lease: \$264.95 / 72 mos. View Offer Details	Equity Upgrade Email Sent at Friday 02/04/2022 @ 4:31 PM React: Customer Opened Email Open at Friday 02/04/2022 @ 7:51 PM	
2019 Honda Civic Sedan LX, 81,810 mi. Equity: \$475 Payoff: \$962 Sales: 08/17/2019 Last Service: 01/01/2021	\$475/mo 36/01 term Book Value: \$11,820 \$14,298 Lease Customer	2022 Honda Civic Sedan Sport-L, 675 mi. Lease: \$320.41 / 48 mos (10K) View Offer Details	Equity Upgrade Email Sent at Friday 02/04/2022 @ 4:23 PM React: Customer Opened Email Open at Friday 02/04/2022 @ 7:51 PM	
2019 Honda Civic Sedan Sport-L, 675 mi. Equity: \$475 Payoff: \$962 Sales: 08/17/2019 Last Service: 01/01/2021	\$475/mo 36/01 term Book Value: \$11,820 \$14,298 Lease Customer	2022 Honda Civic Sedan Sport-L, 675 mi. Lease: \$320.41 / 48 mos (10K) View Offer Details	Equity Upgrade Email Sent at Friday 02/04/2022 @ 4:23 PM React: Customer Opened Email Open at Friday 02/04/2022 @ 7:51 PM	

Automated Equity & Service to Sales Conversion Marketing Dashboard

Automated Generated Analysis: Results & Accountability: Deal Review Transaction Tracking

Vehicles Sold as a Percentage of Total Sales



Transaction Analysis

What did they Buy?

What did they Trade-in?

What was the Front / Back Gross?

Did we Under Allow on Trade?

2015 Honda Accord Sedan 4dr V6 Auto Touring (Trade-in)



2022 Honda Pilot AWD Special Edition (Upgrade)



Upgrade Type: **Used Loan**

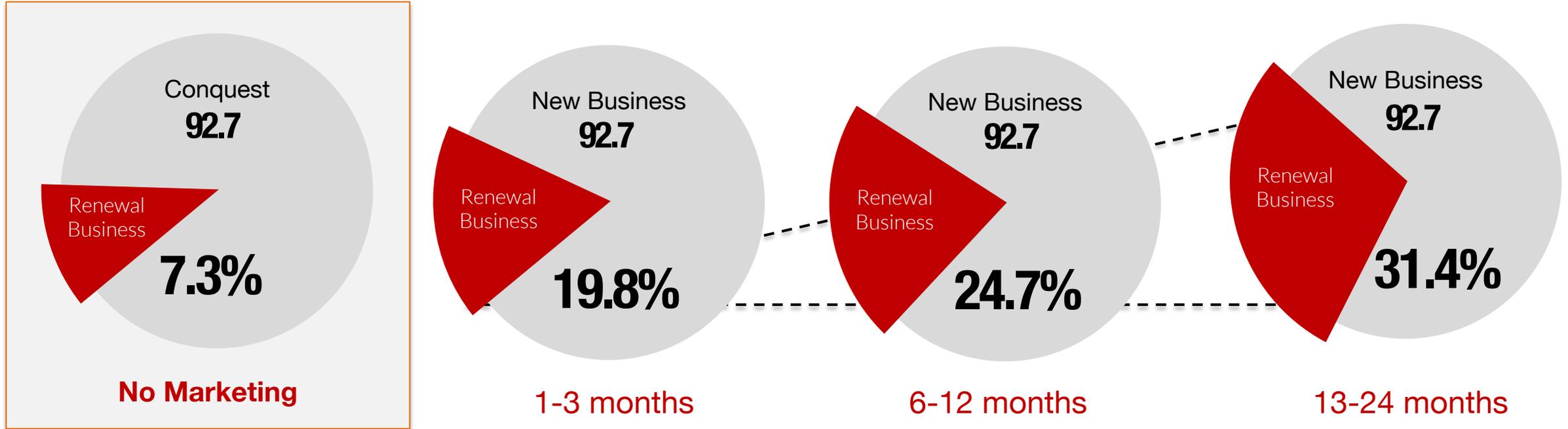
Gross Profit	Total Gross
-\$1,679 \$3,791	\$2,112
Trade Underallowance	Total Potential Gross
\$2,255	\$4,367

- Sales & Lease Renewals
- Service to Sales Conversions
- Website Visitor Conversions

10 Car Guarantee: We will Assist in Delivering 10 cars each month or your next month is Free.

Growth Plan: Renewal Business Expectations

The MarketPoint System doesn't sell cars; we simply influence the shoppers to not buy from a competing dealer.



Organic Repeat Sales

The average Unit Sales a dealer will get when doing no marketing to past customers.
(58 - month study)

Monthly Sell-thru Rate as a % of the total monthly sales volume