

Automated Consumer  
Lifecycle Management



Used Car Leasing  
Marketing



Website Visitor  
Mining



Lead Generation  
System



Integrated Service  
Marketing Tech

Complete Automated Consumer Lifecycle Management System allows you to focus on selling cars, not fixing your marketing. We do the work for you.

## Automated Dealership Consumer Lifecycle Management Software



GM/Partner - Jose Medina

**Castle Rock Chrysler Dodge Jeep Ram**  
"That flexibility and the confidence of quality marketing has made us a very happy customer and one that enjoy selling 20+ cars per month consistently from the program."



GM/Partner - Brad Mugg

**Honda of Downtown Los Angeles**  
"I trust the MarketPoint team to deliver for me every single month. The latest product offering has increased our Service Appointments and Open ROs by 15% and helps us Sell over 100 cars per month in our Service Drive."

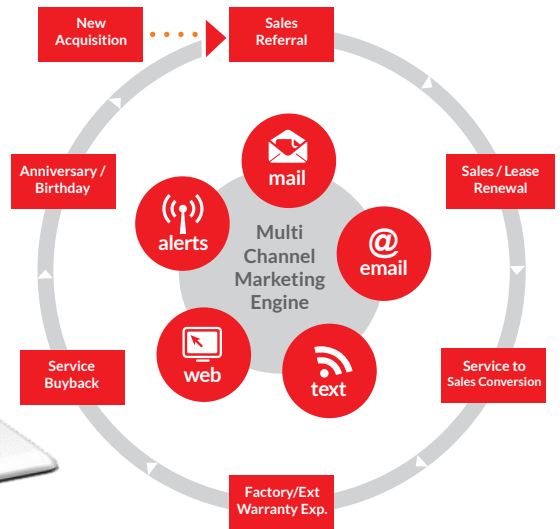


GM/Partner - Jason Clary

**Kia of Des Moines**  
"Not only did we have a record year this last year, but we also set an all-time store record several times this year as well. We consistently sell close to 50 cars per month from the Program including tons of customers who just Service with us."

Complete Automated Consumer Lifecycle Management System allows you to focus on selling cars, not fixing your marketing. **We do the work for you.**

## The 5 POINT Plan



### Marketing Platform Overview

The MarketPoint Consumer Lifecycle Management Suite is an automated communication and advanced data mining technology platform designed to identify, market and present specific customer segments in real time.

### Advanced Data Mining Technology

MarketPoint's data mining platform features include pre-built queries for key target customer segments along with save & share functionality to create sales prospect work lists. The technology provides data search by customer categories, equity or term position, vehicle-specific queries, and warranty expirations.

### Technology Success Drives Innovation

The MarketPoint Consumer Lifecycle Management Suite has been designed and developed to be best-in-class by 3WEE Technologies' experience in automotive data, technology & marketing. Like all state-of-the-art technologies, we will continue to evolve with enhanced features and functionality.

### Automated Marketing Process

#### Introduction to Vehicle Quote Service

We explain to the customer that this is a service, not a promotion for them. Allows them to always know where they are at when they are ready to trade

#### Monthly Proposition Program

We program and update the quotes each month for each customer. Bank statement methodology, not a sale.

#### Customer Training Programming

Each month, we deliver on the promise of providing their personalized quotes. This creates confidence in the dealership and dependence on the convenience of the quotes, for their shopping needs


- Communications & Work Plans
- Automated Email and Mail
- Alert Notifications
- Strategic Workflows
- Professionally Formatted Presentations
- Customer Portals & Ad Tracking


Personalized, Variable "bank statements" sent via mail each month.

### LifecyclePoint Includes:

- Equity
- Service Conquest
- Service Offers
- Lease Pull Ahead
- Sales Referral

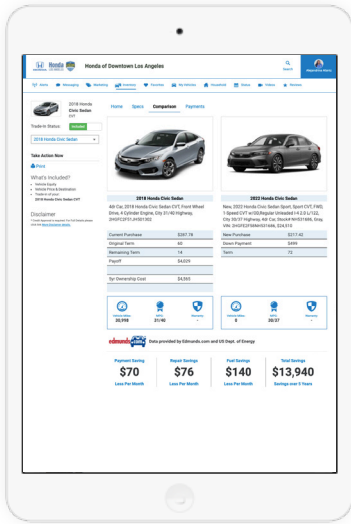
  
Service Only Customers  
Automated Service to Sales Marketing Proposals delivered at home

  
Private Consumer Portal  
Personal Consumer Web Portal to shop with Equity

  
Consumer Alerts  
Automated Consumer Response w/ In-Market notifications when Consumer is Ready Now, In-Service, Left Feedback, or Simply Logged In

  
Drive Out Fees at Home  
All Fees: Sales Tax, Title, License and Registration are included in quotes increasing gross and CSI

  
Send Communications Automatically  
Consistent Automated Sales Reminder Marketing delivered reliably each month build confidence and holds gross



Personalized construction, publishing & management of all communications, alerts, calculations & feedback:

## Mobile Marketing Connect your Customers to the Consumer Portal

### Customer Sentiments

- Happy Birthday
- Sales Anniversary (1-10 Years)
- Extended Warranty Expiration
- Factory Warranty Expiration
- Quarterly Sales Referral Request

### Sales Upgrades & Service Conversions

- Lease Renewal
- Purchase Renewal
- Service to Sales Conversion
- Service Vehicle Buyback

**100% Automated Marketing System**

**Live Notification & Alert System**

**Personalized Consumer Shopping Portal**

### Automated Sales Retention quotes:

- New Vehicle Purchasers
- Pre-owned Purchasers
- Lease Transactions

### Automated Service Conversion quotes:

- Service Only Conversion to Sales
- Service Only Inventory Purchase Appraisal

### On-Demand Communications

- On-Demand Inventory Email
- On-Demand Upgrade Email
- On-Demand Buyback Email

### On-Demand Printable Documentation

- Service Drive Printables
- Showroom Printables

### Private Consumer Garage Portal

- Alerts & Marketing Center
- Inventory Shopping Tool with Loan & Lease Payments
- Ownership Cost Comparison Calculated
- Integrated Incentives on all VDPs

### Dealer Marketing Portal

- Customer Application
- Inventory Application
- Shopping Notification System
- Shopping Tracking

### Reporting

- Live User Activity View
- Monthly Program Sales Reporting Suite
- Live Customer Update Summary



At Home



On the Phone



In-Person



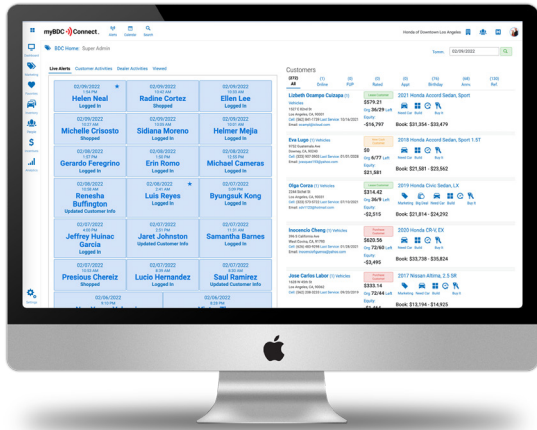
At Home



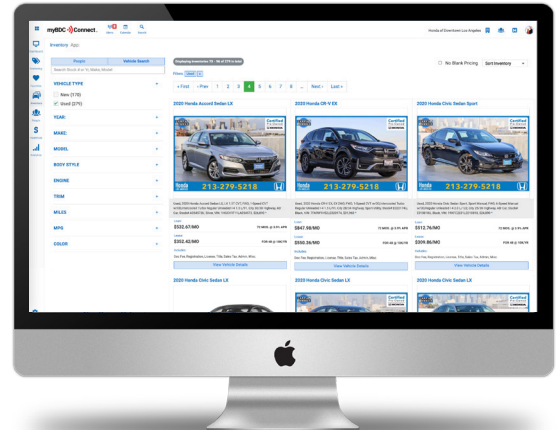
On the Phone



In Person



The  
**5**  
POINT  
Plan

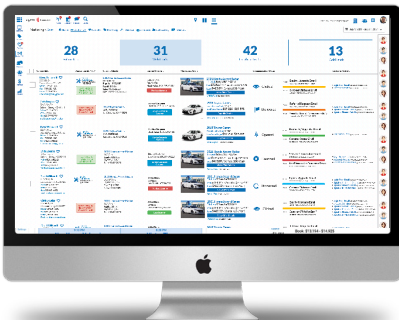


**LifecyclePoint**  
Automated Consumer Lifecycle Integration

Automated Consumer  
Lifecycle Management

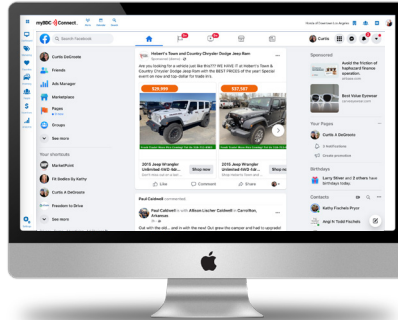
**PreownedPoint**  
Preowned Leasing Solution

Used Car Leasing  
Marketing



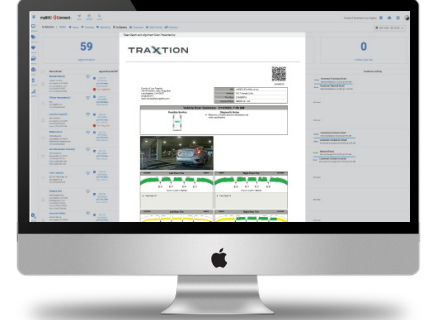
**WebPoint**  
by Armani, Lead Gen

Website Visitor  
Mining



**SocialPoint**  
Automated Social Media

Lead Generation  
System



**ServicePoint**  
Automated Service Integration

Integrated Service  
Marketing Tech

Coming Soon...

**MobilePoint**  
Automated Mobile Integration

**DataPoint**  
Automated Data Integration

