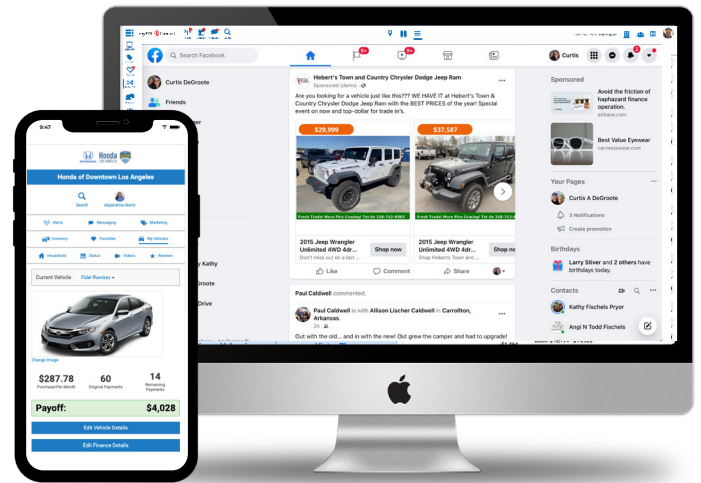


## About SocialPoint

SocialPoint blends the best data exchange practices with Dynamic Ad Groups and targets the right prospect with the right vehicle from their previous shopping experience. It's not retargeting as most Agencies do well with traditional social media to execute.

Instead we built SocialPoint to execute a multi-tiered strategy across 10 different Facebook properties using a mass of collected pixel data processed thru ActiveProspect's Trusted Form Product and integrated directly into the Dealership's CRM.

Dealers use the consistent results based platform to advertise their inventory to actual people who are shopping for cars based on pixel data collection, each day.



Guaranteed in your CRM

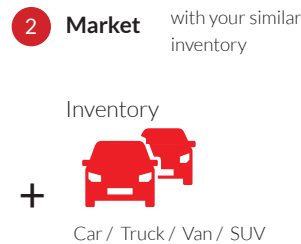
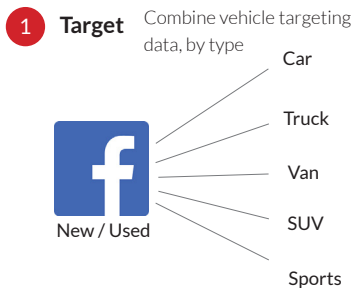
# 110 Leads

Views and sessions from facebook are awesome but we focus on real people and real leads each month.

**110+ CRM Sales Leads**

**1,000+ Web Visitors**

**20+ Cars Sold / Month**



- Hyper-retargeting of in-market prospects
- Leveraging 3rd party website pixel data
- Creating personalized social media advertising
- Presenting the vehicle of choice to an engaged audience
- Delivering immediate & measurable results

**Success begins with a quality lead & a repeatable process**

Consumers visit 3rd party sites, and those sites fire the Facebook pixel on their device, which launches the dynamic monitoring of what they are shopping for the purposes of subsequent dynamic targeting.

We create the Social Media Lead and deliver it directly into your CRM.

