WebPoint
by Armani, Lead Gen

Product Name	**WebPoint by Armani**
Program Goal	Lead Generation
Marketing Type	Website Re-Marketing

MP **MarketPoint**
Automated Technology Solution

These Interactive Software Programs work together

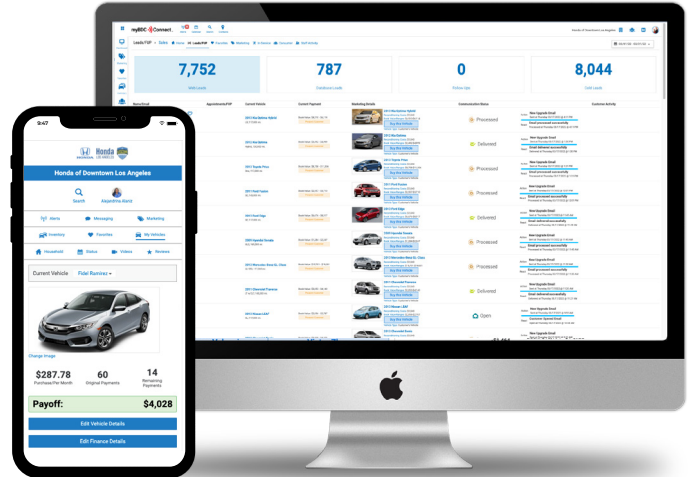| **LifecyclePoint** Automated Consumer Lifecycle Integration	**PreownedPoint** Preowned Leasing Solution	**WebPoint** by Armani, Lead Gen	**SocialPoint** Automated Social Media	**ServicePoint** Automated Service Integration
Automated Consumer Lifecycle Management	Used Car Leasing Marketing	Website Visitor Mining	Lead Generation System	Integrated Service Marketing Tech

About WebPoint by Armani

The WebPoint by Armani Lead Generation system is a unique set of data attributes aligned to serve your prospects as they land on your website and passively create 1st Party Data.

We identify the visitors on your website with all the personal data we have on them including Name, Address, City, State, Zip, Credit, Income, Occupation, Vehicle in Driveway, In-Market Status and 300 other Data Points to help you move them from Top to Low Funnel.

In our Automated Process we not only identify the prospect, but we then build them a instant responsive email with your most recent payment options on New and Used vehicles and send Buyback Offers to those with a vehicle in the driveway.

Once the prospect logs into their personal garage portal, we track the shopping habits, relay into the dealer portal and send the new lead directly into the CRM with a massive amount of detail on them personally and what they shopped for on your website.

Convert your Website Visitors into

1st Party Data

Data Mined from Website

First / Last Name	**Address**	**Phone Number**	**Email**
Current Vehicle	**Credit Range**	**Income Level**	**Political**
Shopping Habits	**Occupation**	**Pages Shopped**	**In-Market Status**

One Time
$499
Data Setup

$2,995
Per Month

Up to
5,000
Contacts

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Automated Technology Solution

Colorado Springs, CO
(720) 295-1554
www.marketpoint.io

Top 10 AutoSuccess Award for Software - 4X in 2013, 2014, 2015, 2016
2022 AWA Rising Star & 2018 Vanguard Awards for Software Design

We integrate your identified web traffic and deliver it directly into your CRM.

DealerSocket   **VinSolutions**   **elead**   **DOMINION VISION CRM**   **DriveCentric**