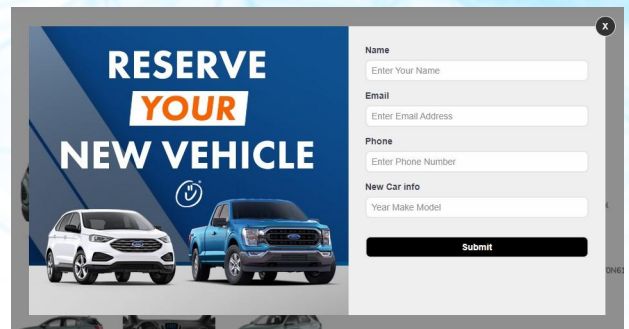


Case Study

SMART OFFER - 3 STUDIES

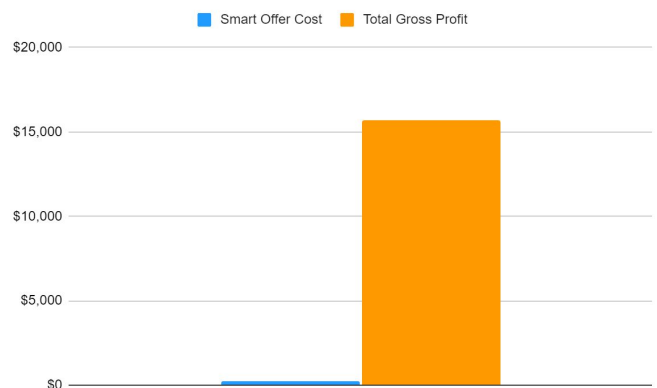
A 2022 - 90 day study of three Performance Automotive Group locations, yielded 64 quality leads and 7 vehicles sold using a “New Vehicle Reserve” Smart Offer template, achieving an average cost per sale of \$348.

A follow-up study with two of those dealerships conducted over 30 days, used refined messaging and yielded 25 quality leads with 6 sales. The Toyota location achieved a cost per sale of \$49 with over \$15,000 in profit. Smart Offer delivered 79X ROI!



6 sales @ \$49 cost per sale = 79X ROI

These results came from using just one of the eight available Smart Offer forms. Smart Offer has many fully customizable form options and can be deployed in multiple ways to simultaneously create lead opportunities on existing inventory, reserves, vehicle acquisition, and fixed operations.



A study of a Canadian auto group used just one of eight available Smart Offer forms at 43 locations, and sold 54 units, with an average cost per lead of \$6.90, and an average cost per sale of \$96.