

# Marketing Technology

We offer mobile marketing solutions that connect advertisers with more interested prospects via texting.



QUICK2CREDIT

QUICK2TRADE

TEXTiUM  
MODERNIZING DIRECT MAIL

SOCIAL  
SYNERGY 

## Our Partners

Powered by:

TransUnion 

 iHeartMEDIA

 CDKGlobal  
LIGHTSPEED





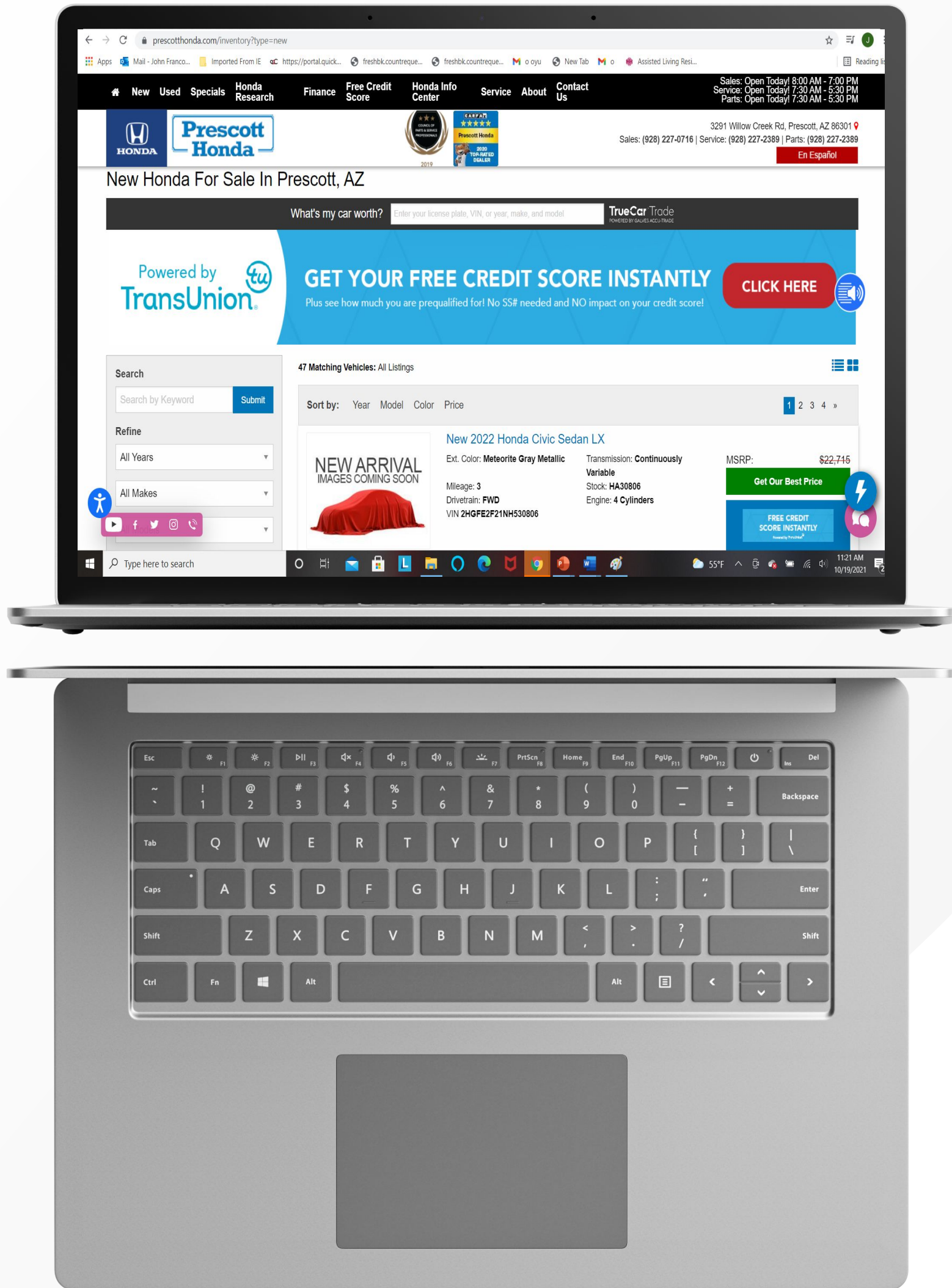
QUICK2CREDIT

Powered by TransUnion, Quick2Credit allows you to offer your web visitors their Free Credit Score and an automotive pre-qualification instantly based on the 8 pre-set tiers.

- ✓ No SS# required! No impact on their credit score!
- ✓ The applicant is prompted to either print their prequalification or communicate directly with the dealer via email or tracking phone number.
- ✓ This applicant may also get turn-by-turn directions via Google Maps if this was done on a mobile device.







# QUICK2CREDIT



## Designed With Your Gross Profit In Mind



Created to convert the millions spent driving traffic to your website into the highest quality lead available..



The program starts with a collection of banners and buttons strategically located on your website. Home page above the fold, VDP, SRP, and finance pages are critical locations.



Quick2Credit converts leads without giving up too much information that might impact gross or set unrealistic payment and rate expectations that can also hurt CSI.



This does not replace your full credit application but works with it to convert shoppers that are not willing to provide that much information at that time.

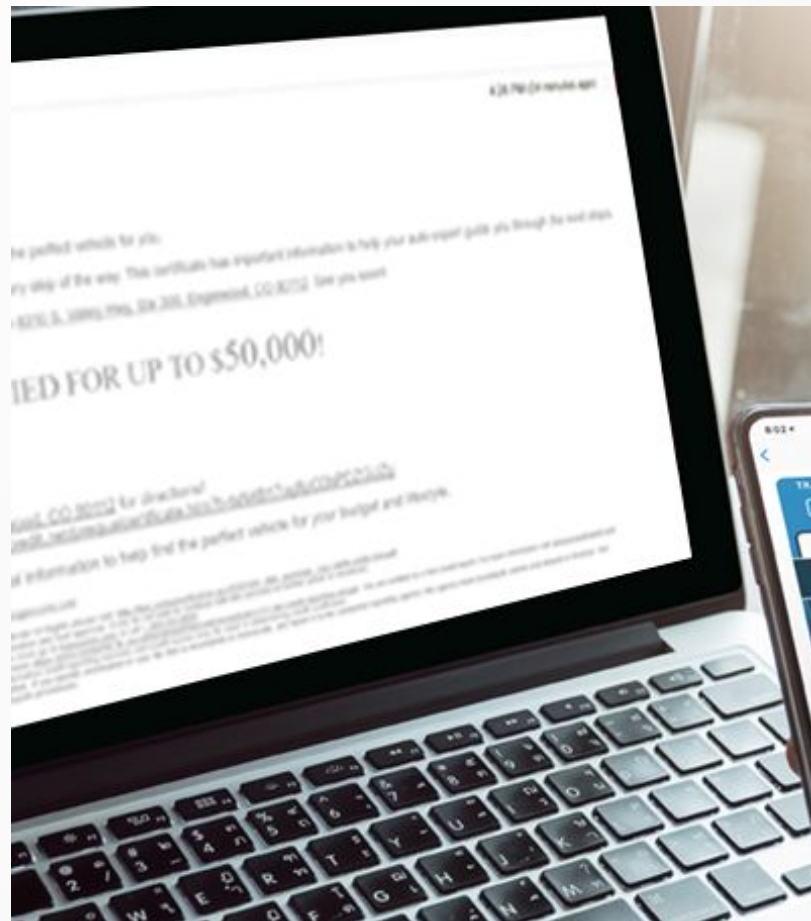
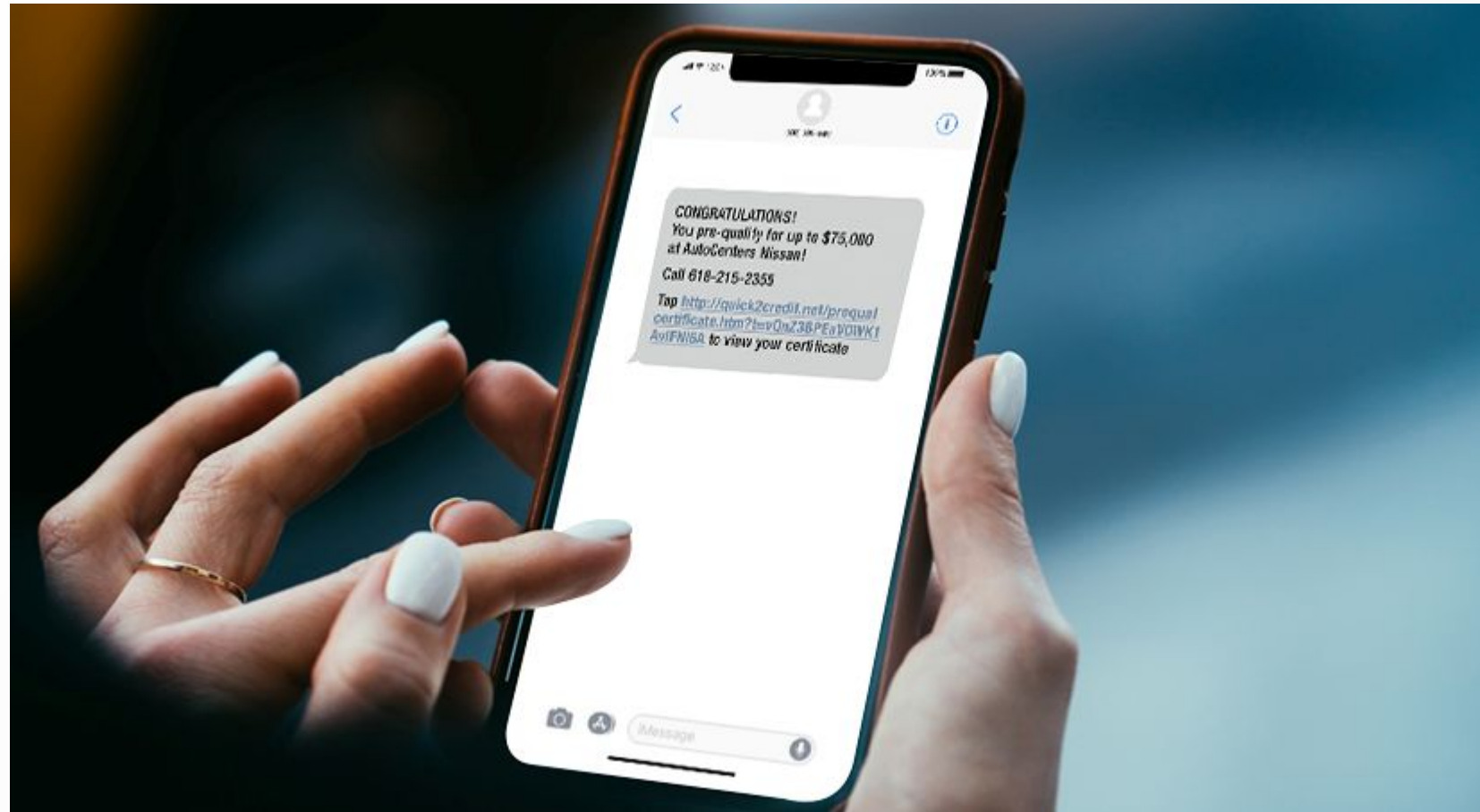


Quick2Credit is designed to be easy use. No annoying videos, or multiple pages to fill out that increase abandonment rate. We also provide full access for Hispanic users.



Quick2Credit is monitored monthly by our quality control team to be sure during website changes the banners are not accidentally moved or deleted..





# QUICK2CREDIT

## Four Response Verticals

We can all agree that if you want to get consumers to take action you must target them in more than one format.

Quick2Credit targets consumers in 4 verticals. While we can't be in four places at once, Quick2Credit can.

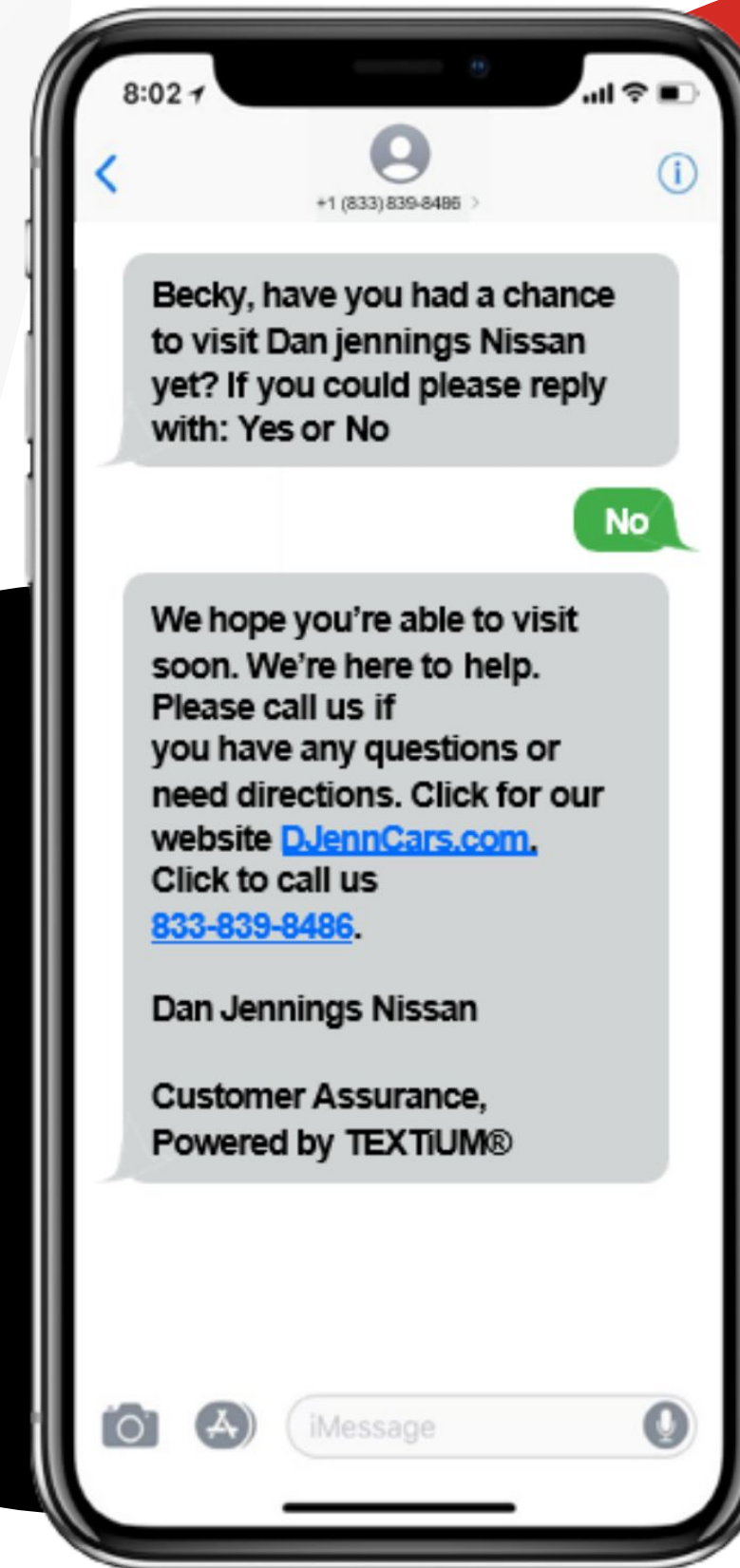
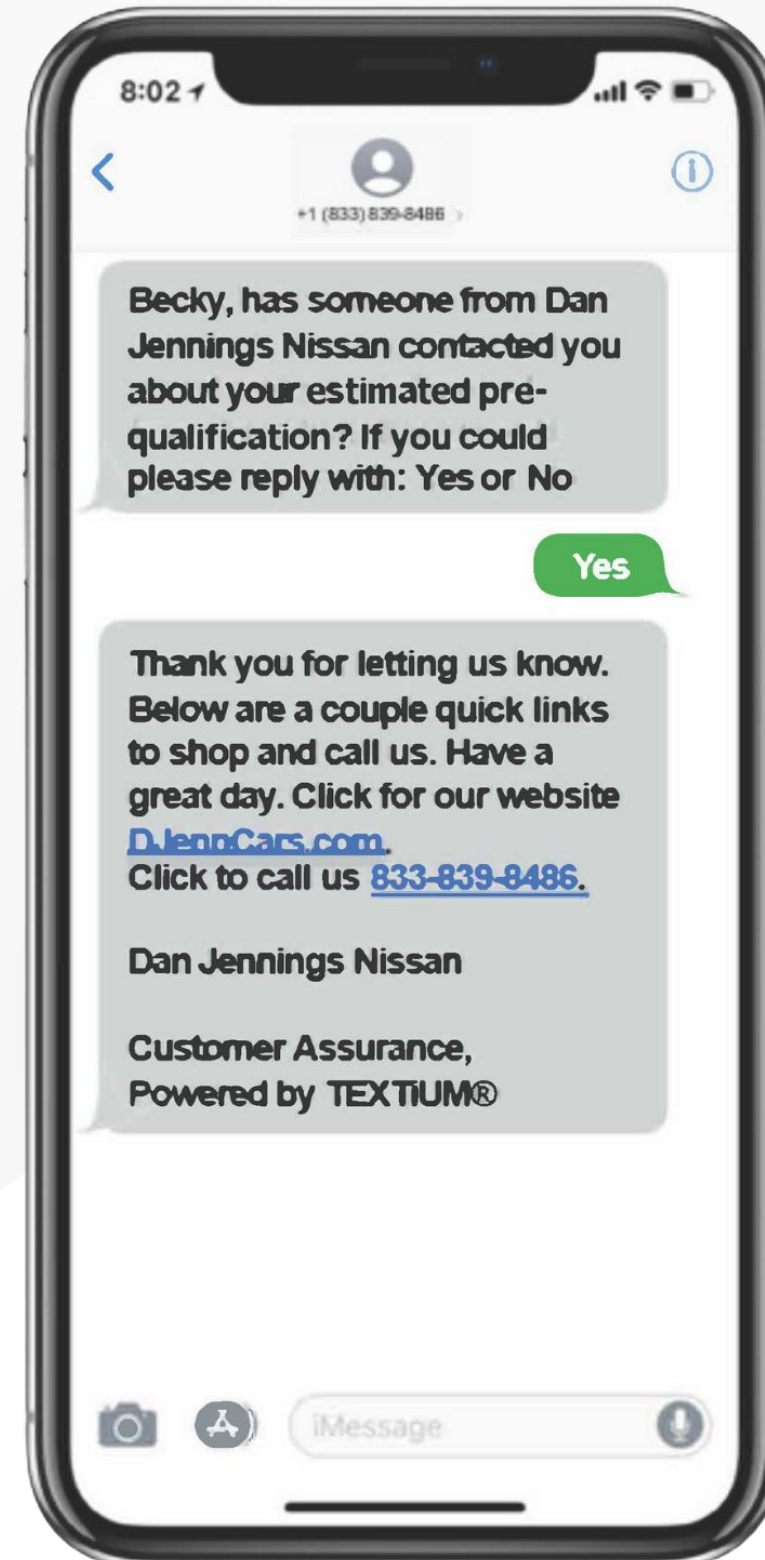
- Instantly on screen
- With email
- Text with click to dial, custom links, and cadence
- Our most productive direct mail format



Day 3

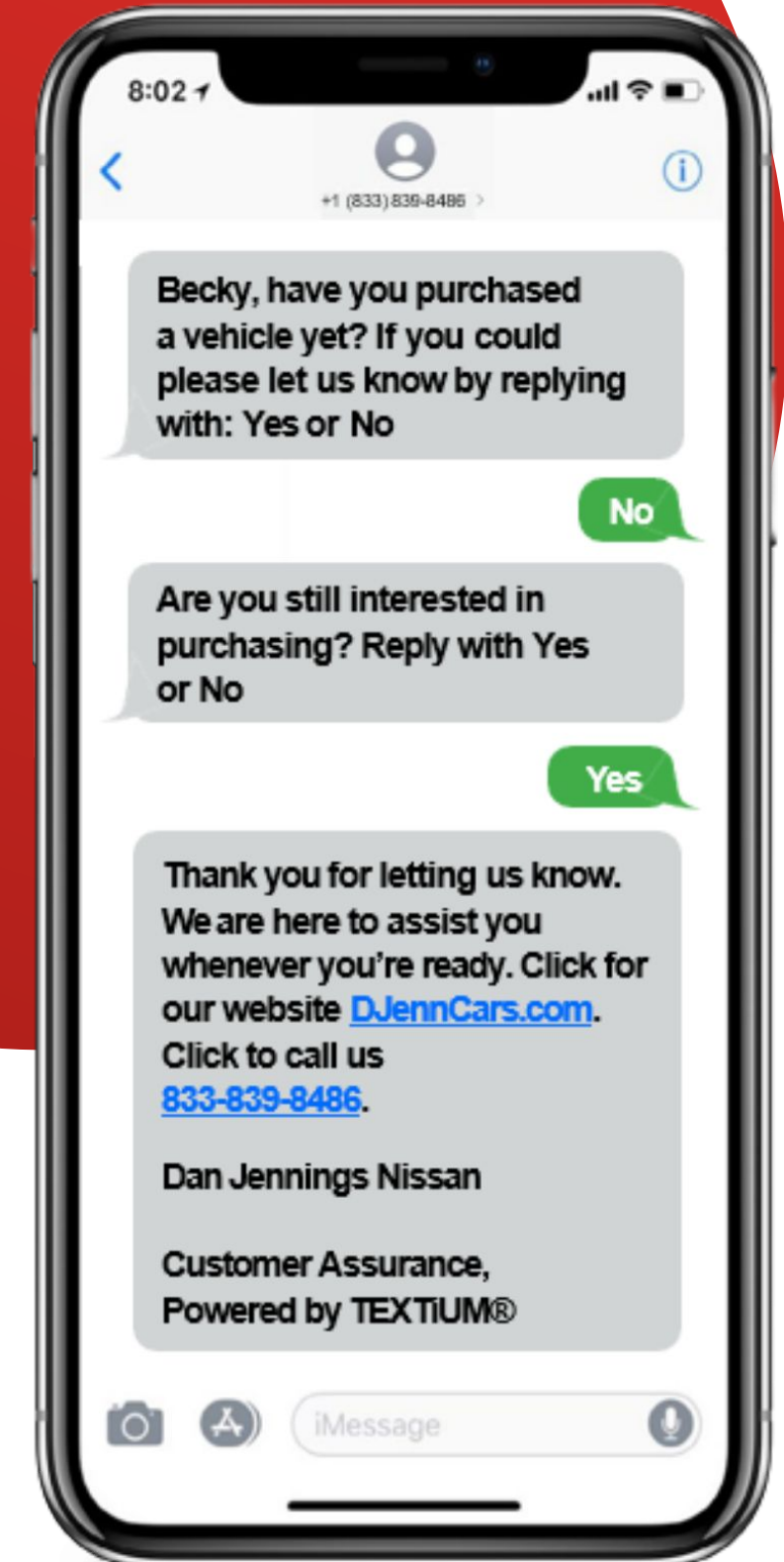
## Triggered Cadence Designed to Help Your Team Engage

Quick2Credit can't sell the car for you, but it can help with the follow-up. This cadence is designed to help engage your pre-qualified consumers. It also provides valuable data on how efficiently the BDC or Sales team is working these leads.



Day 7

Day 30



# QUICK2CREDIT Product Performance Dashboard

## PROJECT OBJECTIVE

Quick2Credit's objective is to convert your web traffic into high quality leads using TransUnion data. In addition, it's designed to follow up with all leads using multiple marketing verticals to assist with conversions. Finally, Quick2Credit gathers feedback directly from the customers on your dealership's progress.

## KEY DELIVERABLES

- High quality leads sent directly to your CRM.
- Provides consumer feedback on dealership efforts in contact, appointment setting, and sales.

Monthly Average Top Dealer	261 Leads / 6.731 Million In Pre-Quals Per Month
Monthly Average All Dealers	45 Leads / 1.29 Million In Pre-Quals Per Month

## Top Independent Dealer

With the used car market gaining in strength it's more important than ever for dealers to focus on the highest possible quality leads and separate themselves from the competition..It's also important to save money. With used car prices soaring and banks not leading enough to match price increases the cost of a quality lead needs to be low. Quick2Credit is the perfect solution

## KEY DELIVERABLES

- Reduce the cost of leads.
- Deliver only the highest quality lead with accurate information to save sales people's time.

Last 9 Months Average	177 Leads Per Month. 37.1 Million In PreQuals.
-----------------------	--

## Top Credit Site

Many dealers are discovering the value of owning a credit site that drives traffic outside of their brand. As an import or domestic dealer it can become difficult to attract buyers to cross over. Many times compelling ads with deliver digital traffic only to have it bounce once the consumer sees its an import or domestic dealer. Credit sites with Quick2Credit can keep these shoppers engaged allowing a dealer sales team to flip the consumer or to offer a used vehicle. Consumers are not aware the credit site is tied to a specific make so they fill out the credit application.

## KEY DELIVERABLES

- Leads sent directly to CRM based on a text response
- We also track opens and clicks but our goal is REAL leads.

Last 9 Months Average	427 Leads Per Month. 88.5 Million in Prequals.
-----------------------	--




"Since adding Quick2Credit we have watched our credit leads continue to climb month after month. Even more impressive is these leads have become our highest converting leads to sales. This is absolutely the way to go given the volume of online shopping that is taking place. We also use the program to judge the success of our other marketing efforts based on the number of leads we get. **Wil, Illinois Nissan Dealer.**

"What we love the most about Quick2Credit is the cadence that occurs after we get the lead. Even if our team takes their foot off the gas chasing a lead Quick2Credit stays after them. It's also no surprise that these leads represent some of our highest grossing deals". **Craig, Alabama Nissan Dealer.**




PPC Ads




All-New Nissan Rogue

YouTube



All-New Nissan Rogue

Database Email



DAN JENNINGS


Thinking about a new car? Wonder what your trade-in is worth?

WE'LL PAY TOP-DOLLAR FOR YOUR TRADE

CLICK HERE

1234 Main Street Typical City, MO DJENNCARS.COM

Google Web Ad




DAN JENNINGS NISSAN'S BUY-BACK EVENT!

WE'LL PAY TOP-DOLLAR FOR YOUR TRADE

CLICK HERE

1234 Main Street Typical City, MO DJENNCARS.COM

Instagram Post



Instagram

17 HOURS AGO

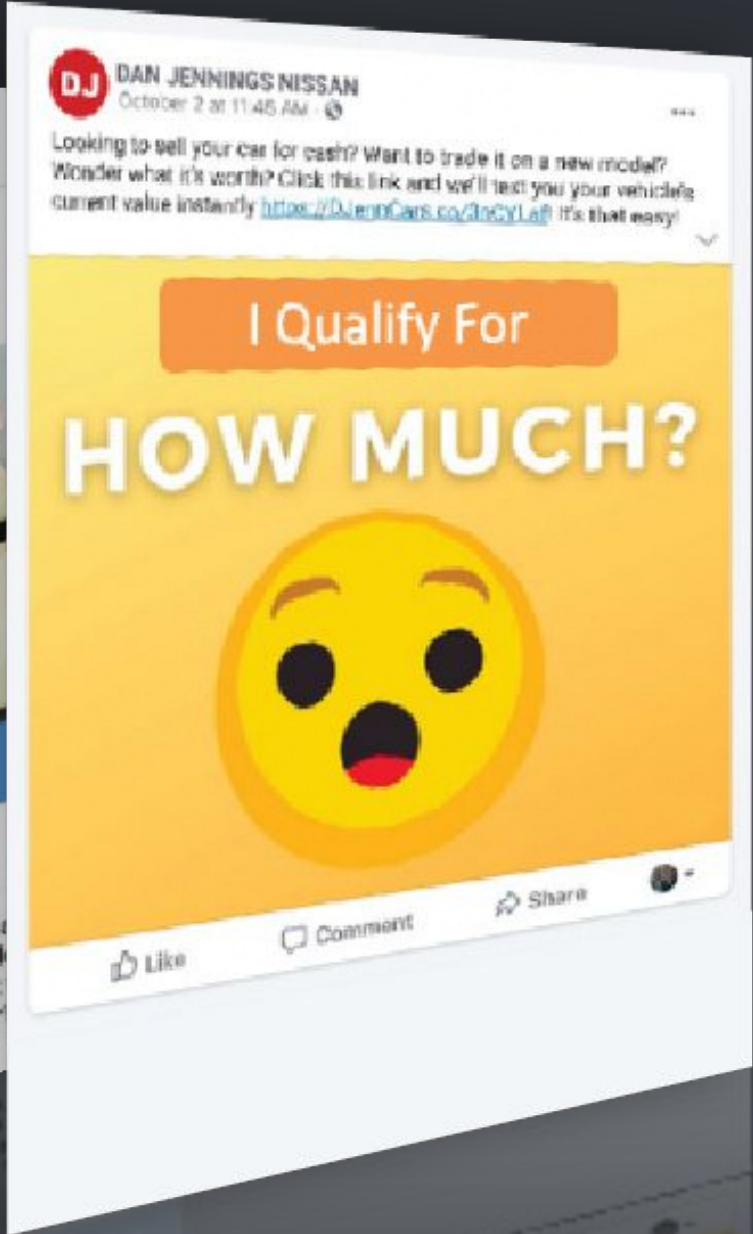
DJ Dan Jennings Nissan Sponsored

We learned how much we could buy upfront

Learn More

Deciding which new vehicle is best for you is when you know how much your current vehicle is worth in trade. You can find out right now by instant easy -- just click LEARN MORE to get your car

Facebook Ad



DJ DAN JENNINGS NISSAN

October 2 at 11:45 AM

Looking to sell your car for cash? Want to trade it on a new model? Wonder what it's worth? Click this link and we'll test your vehicle's current value instantly <https://DJenNCars.co/GoCylLa> it's that easy!

I Qualify For HOW MUCH?

Wow Face Emoji

Like Comment Share

Supporting Marketing Examples





# Marketing Technology

We offer mobile marketing solutions that connect advertisers with more interested prospects via texting.