

E-SHOP

Formerly: **ORE**
Online Retail Experience

Introducing a cross-tier Digital Retailing Tool that integrates with BOTH brand and dealer websites to deliver highly-qualified cross-tier shoppers to your dealership!



Why E-Shop?

Only E-Shop provides FCA Dealers with a custom solution that is fully integrated to create a seamless, consistent experience for customers.

ORE, now known as FCA's E-Shop, is the only digital retailing solution that integrates with the FCA brand websites and then passes the lead to the Dealer for finalization and close of sale - leaving the power in the Dealer's hands!

E-Shop is fully integrated with:

- All Brand marketing campaigns (across Brand website, Social, CRM, Display, etc.) – Passing incremental in-market shoppers to your dealership.
- FCA CRM Private Offers
- Dealer CRM and iShowroom PRO systems
- Concierge - with all leads routed for appointment scheduling if dealer is closed/unavailable

E-Shop outperforms the competition:

-  **Lowest cost** amongst Stellantis certified providers (no contract required)
-  **Highest source of leads** from Stellantis Brand websites.
-  **Highest converting Digital Retail tool** (close rate to sale) amongst Stellantis certified providers

Buyers are guided through a comprehensive customer journey that results in highly-qualified leads directed to your dealership for closing of sale!

Features include:

Inventory Search

Shopper selects a VIN from your inventory (whether on Brand or Dealer site) to begin guided journey. Inventory is fully integrated with FCA systems for data and CGI imagery – New, CPOV and Used all supported.

Vehicle Comparison

Shoppers can choose to compare one or more E-Shop models by clicking the VINs of interest within the Inventory Search results.

Payment Calculator

Pricing shown is completely customizable - Customers can toggle between payment type to view estimated monthly payments, which are fueled by National and Regional incentives (Chrome Incentives), Dealer-Managed Discounts (admin tool) and Conditional Offers.

Trade-In Valuation

E-Shop offers trade-in valuation (Car and Driver) - Net valuation is automatically applied to Payment Calculator to update estimated monthly payment. KBB Trade-In Advisor tool for trade-in valuation is available as an optional add-on.

Service & Protection Plans

Customers can review Mopar Vehicle Protection products and elect to learn more from dealer. Dealers can display customized plans/pricing (admin tool).



E-Shop has been adopted by more FCA Dealers than any other Digital Retailing tool!

E-Shop has been integrated and tested with FCA Dealers for accuracy with FCA systems and pricing - and is now available to all CDJRFA Dealers!

Register today through VIP
(888) 511-8902 or info@chryslerdigital.com
or FCA's Enrollment Portal

OR

Contact Carzato to schedule a demo!
support@carzato.com

F&I Integration

E-Shop offers customers a full credit application, complete with dealer-selected lender, customization, e-contracting and e-signing (RouteOne, Dealertrack). Dealers need not switch providers to receive credit apps.

Schedule a Test Drive

Shoppers can submit a request and scheduling preference for vehicle test drive. The Dealer then confirms appointment with the customer.

Upfit

Modify MSRP or Base Price to "List Price" (your dealer price) for as many VINs as you like. Quick and easily add "Upfit" options for any vehicle with a detailed description which shows the increased price details, i.e. "spoiler, lift kit" etc.

Lead Delivery

E-Shop is the only Digital Retailing tool that automatically routes leads into the Dealer CRM and iShowroom PRO. Additionally, all leads contain comprehensive details regarding the customer's online transaction, allowing dealers to retrieve, validate and action leads efficiently.

Vehicle Delivery

Shopper can elect interest in vehicle delivery – Dealer schedules directly with customer, if offered.

New Partnership with AutoLeadStar



AutoLeadStar is a marketing automation platform powered by customer-centric AI that allows dealers to rapidly deploy, test and optimize thousands of messages across all digital ad channels, leading to 1:1 matches between shoppers and inventory.

Dealers will benefit from:



Top performance & lowest CPL amongst all certified paid media providers.



Seamless integration – your vehicle inventory directly pulled from E-Shop!

