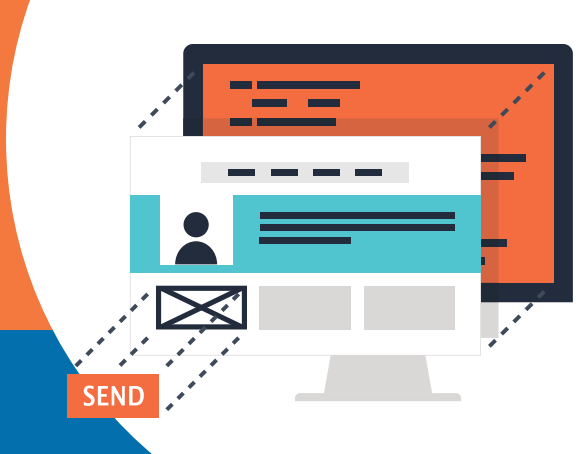


STREAM COMPANIES

# INTEGRATED MARKETING CLOUD

POWERED BY fullthrottle.ai

AUDIENCE PLANNER + ACTIVATION PLATFORM WITH IMMERSIVE HOUSEHOLD TARGETING

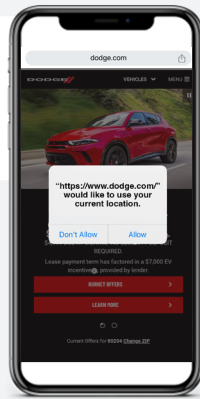


STREAM'S IMC IS NOW ON PROGRAM AND 100% T3AC ELIGIBLE FOR DEALERS!

STREAM COMPANIES

## SHOPPER SUITE

POWERED BY fullthrottle.ai



## WEBSITE AUDIENCE PLANNER

Identifies Your Unconverted In-Market Website Shoppers

### FIRST-PARTY DATA COLLECTION

- Website audience identification tool & AI audience builder.
- Patented technology: Transforms cookies into IP households.

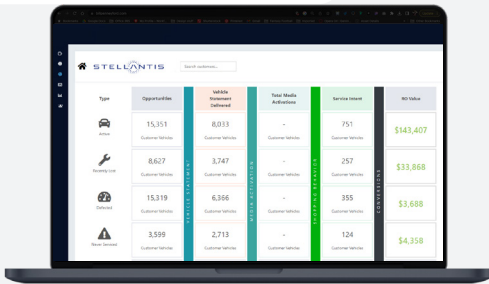
### AI-POWERED AUDIENCE INSIGHTS

- ✓ Shopper Journey
- ✓ Channel Influence
- ✓ 3P Attribution
- ✓ Time to Sale

STREAM COMPANIES

## LIFECYCLE ACCELERATION

POWERED BY fullthrottle.ai



## DMS AUDIENCE PLANNER

Lifecycle Planning for Your Sales & Service Customers

### FIRST-PARTY DATA SEGMENTATION

- DMS integration & AI audience builder.
- Dynamic emails connected to a vehicle wallet experience (power-on or -off).
- AI-generated customer leads accelerated into CRM.

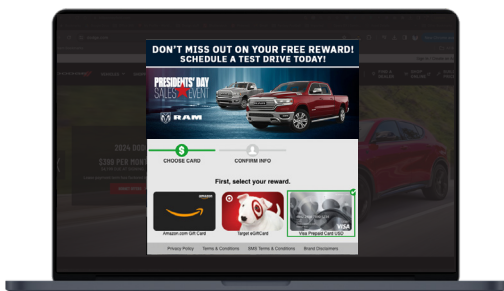
### AI-POWERED AUDIENCE INSIGHTS

- ✓ DMS hygienics dashboard
- ✓ Self-cleaning performance via customer vehicle wallet

STREAM COMPANIES

## NITROLEADS SUITE

POWERED BY fullthrottle.ai



## WEBSITE LEAD GENERATION

Power-On or -Off

### ON-SITE LEAD GENERATION

- Pop-up overlay that delivers the right incentive on the right pages.
- Leads directly integrated into CRM.

### CUSTOMERS RECEIVE

- ✓ SMS text with incentive
- ✓ Instant email with coupon code
- ✓ Mobile-friendly printable coupon page
- ✓ Weekly email blast reminder to those unredeemed

# MEDIA ACTIVATION

## YOU'VE COLLECTED & SEGMENTED YOUR FIRST-PARTY DATA, NOW WHAT?

Activate your 1st-party data from both audience planners, using geo-addressable tactics. Accelerate the buying cycle and create an immersive household approach!



- ✓ Impressions are served down to the household level, hitting every device and every person within that household. This creates influence across decision makers.
- ✓ The IMC provides the pipes to efficiently target these 1st-party audiences through different channels leveraging our partnerships with the largest media conglomerates

### GEO-ADDRESSABLE TACTICS INCLUDE:

- **Geo-Addressable Display**
- **Geo-Addressable Video**
- **Geo-Addressable Connected TV**
- **Geo-Addressable Connected Radio**
- **Smart Mail** (always-on, 24/7 mail, prioritizing in-market shoppers using Full Throttle's AI)

### GEO-FENCE ATTRIBUTION IS INCLUDED FOR MEASURABLE ROI

We geofence the dealership and pixel the ads to determine if someone saw the ad and came into the store.

# WHAT'S THE IMC SOLVING FOR?

**PRIORITIZES YOUR CUSTOMERS** in a market where customer & brand loyalty is shifting

**PRIORITIZES YOUR WEBSITE SHOPPERS** who have already engaged with your brand

- The IMC's patented technology allows us to identify your own website shoppers and transforms that unknown data into 1st-party households.

**PROVIDES A PRIVACY COMPLIANT PLATFORM FOR IMMERSIVE HOUSEHOLD TARGETING**

- The IMC is constantly evolving to ensure we're adapting to the newest privacy initiatives to future-proof your business and further align you and your customers with the changes in this space.

