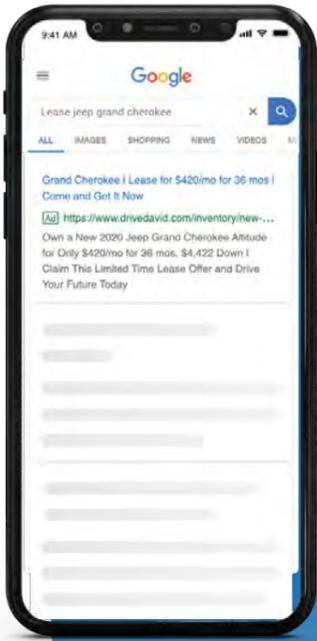
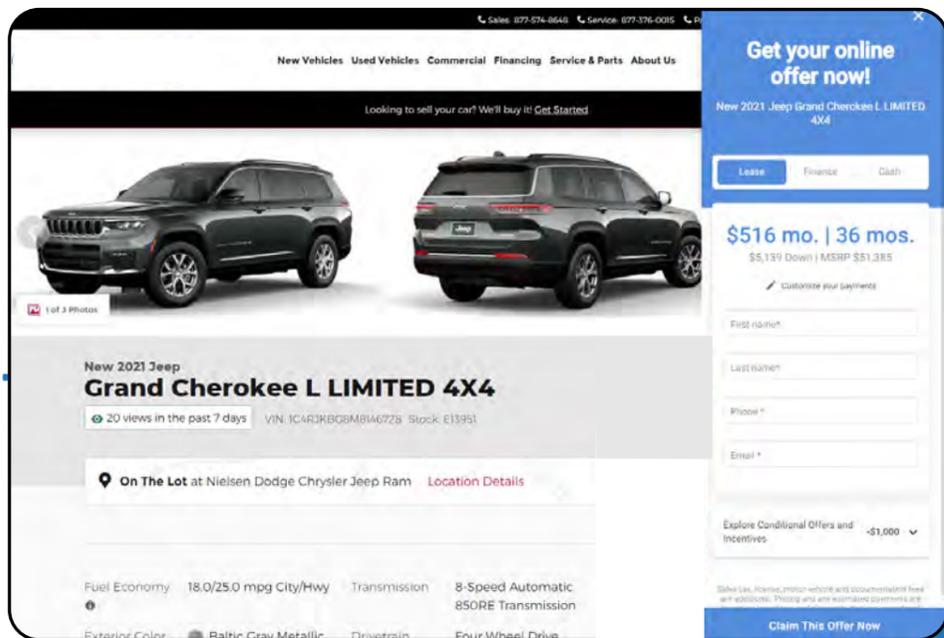


# The AutoLeadStar Shopping Experience

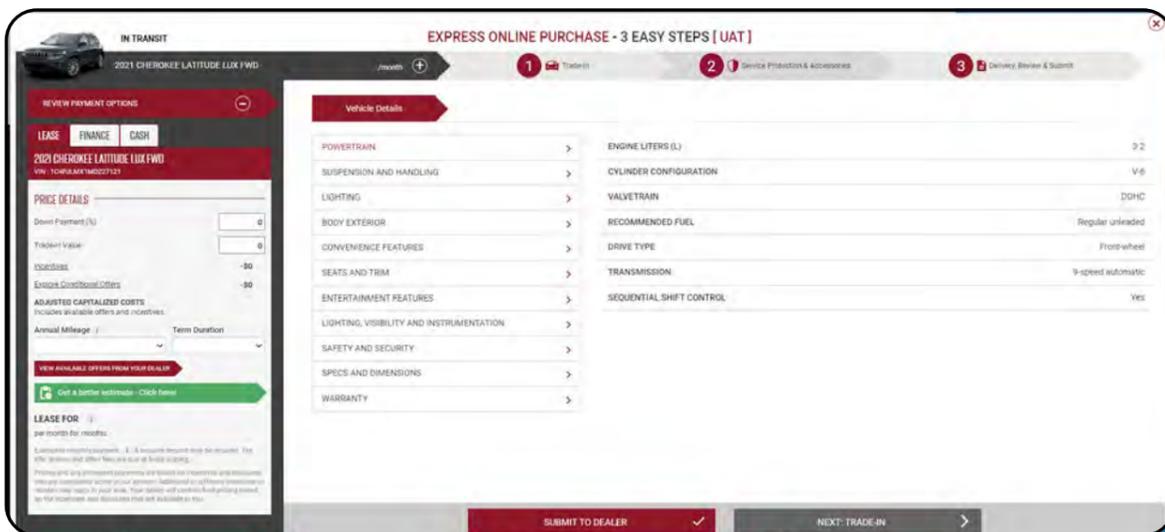
Stellantis dealerships that use AutoLeadStar's "always on" dig-ad program enable the AutoLeadStar on-site smart widget that fully integrates with e-shop. This streamlines the shopping experience on and off the website while giving the dealership a nice boost in highly qualified e-shop leads.



Paid traffic sending to VDPs



ALST smart widget capturing e-shop leads



Full on-site e-shop experience without taking shopper off the site, embedded on dealer website)

## ALST/E-SHOP INTEGRATION BENEFITS

- Exclusive e-shop partnership means no other partners have exclusive API inventory and incentive feed from e-shop
- Real-time, integrated incentive data from ad to website means consumer only sees one price, one incentive across all channels
- 24/7, synced inventory data means no ads will run on inventory sold or no longer available, no ad dollars wasted
- Increase in e-shop leads overall from paid and non-paid traffic means any interaction with ALST widget sends into CRM as an e-shop lead (tiered based on level of engagement)



*We were getting decent results with our previous paid search provider but I always felt we could do better. When I learned about AutoLeadStar I was impressed with the technology and its potential. After a few days of activating AutoLeadStar I immediately noticed an influx of leads and most importantly sales. I've never seen a platform deliver so many results in such a short time."*

JUSTIN HARMON  
MARKETING DIRECTOR, EIDE CHRYSLER BISMARCK

# AUTOLEADSTAR last call.

## VIN-specific marketing for your dealership's slow-moving inventory.

The new way to move more aged inventory off your lot, faster. Invest in your pop-up digital storefront dedicated to sending qualified traffic to your must-go vehicles.

- ✓ No more lot rot
- ✓ No more frozen capital



**2019 Toyota Camry**  
VIN: 234JKFIE23422D  
Days on lot: **51**  
Sold to | Brenda Richardson | Jun 01, 2021



**2019 Toyota Corolla LE**  
VIN: 234JKFIE23422D  
Days on lot: **42**  
Sold to | Brenda Richardson | Jun 01, 2021

### By the Numbers, 2021

Monday - Friday	PRE (June 7 - 11)	POST (June 21-25)
VDPs	1053	2857 <b>+171.32%</b>
SHOPPERS	11	27 <b>+145%</b>
APPOINTMENTS	1	10 <b>+900%</b> 🔥

Saturday - Sunday	PRE (June 12-13)	POST (June 26-27)
VDPs	411	912 <b>+122%</b>
SHOPPERS	5	9 <b>+80%</b>
APPOINTMENTS	0	3 <b>+300%</b>

"First impressions pertaining to Last Call from AutoLeadStar. **BLOWN AWAY!!** They tripled the traffic they guaranteed, and did it inside of 20 days instead of the full month. I've been living in the digital marketing world in the automotive industry for several years now, not sure I've seen this level of under promise and over deliver in any other digital tool that also comes with spot on analytics. Move your aged inventory AND make a profit."



**Don Erwin**  
Digital Director  
Mtn View Auto



### Traffic

Bring in the amount of shoppers you need to get quality leads



### Convert

Customized landing pages and targeted messaging using LAST CALL's sophisticated algorithms



### Nurture

Follow up SMS and emails to bring shopper down the funnel



### Sell

Realtime SMS alerts and shopper intelligence info for sales team