



# ProMax™

marketing solutions



## ProMax Marketing Solutions

because so much rides on your marketing!

*Driven by ProMax*

# ProMax Marketing Solutions

ProMax Marketing offers an array of services to help dealerships increase leads, strengthen processes, and be more efficient. We realize every dealer is different from the next and every dealer has different goals they are trying to achieve. We will evaluate each dealership and formulate a plan on how to achieve their desired goals.

- 1 Instant Auto Credit App** – Convert more of your website visitors into qualified leads by enabling them to instantly see if they are pre-approved and see their credit score
- 2 Appraisal Express Plus** – Convert more of your website visitors into qualified leads by enabling them to see their trade in value, payoff, and equity along with seeing if they are pre-approved and seeing their exact credit score
- 3 Websites** – Custom built, SEO effective, fully responsive websites with complete ProMax integration
- 4 Ringless Voicemail** – Target your customers and prospects or consumers in your market with a voice mail dropped to their phone without the phone ever ringing
- 5 Inbound Call Tracking** – We can track & record all incoming sales calls allowing dealers to see exactly how well calls are being handled and how well each advertising source is performing
- 6 Outbound Call Tracking** – We can track & record all outbound calls allowing dealerships to measure and monitor the effectiveness of their sales reps and BDC reps
- 7 Direct Mail** – Many different mailers for prime and subprime customers including credit targeted mailers.
- 8 Market Thief** – Trigger Leads that target active buyers in your market that are looking for a vehicle.
- 9 Bankruptcy Leads** – Freshest list of bankruptcies in your market delivered weekly
- 10 Internet Leads** – Finance leads and also Franchise leads for specific makes and models
- 11 BDC Services** – In house full service BDC to help you sell more cars

Instant Auto Credit App enables your website visitors the unique ability to instantly get pre-approved and see their exact credit score – all without having to give their SSN or DOB.



## We are revolutionizing lead generation

Want a new and proven lead form for your website? Instant Auto Credit App is the solution - see why it's different.

### Car shoppers love it

Industry averages show only 2% of web visitors will turn into leads. Why? They need a reason. Instant Auto Credit App is that reason. It's a plug in lead form for your website and an online marketing tool. It allows shoppers to instantly get pre-approved and see their exact credit score all while not having to provide their SS# and DOB. It's quick, easy and speeds up the car buying process. A total win!

### Dealers love it

Instant Auto Credit App uses soft pull technology which increases website leads. It provides Auto Summary information on every pre-approved lead that very few, if any, other lead generators provide today. Just imagine what you can do when you have the Auto Summary information in hand before contacting each lead.



**WORKS ON ANY CRM**

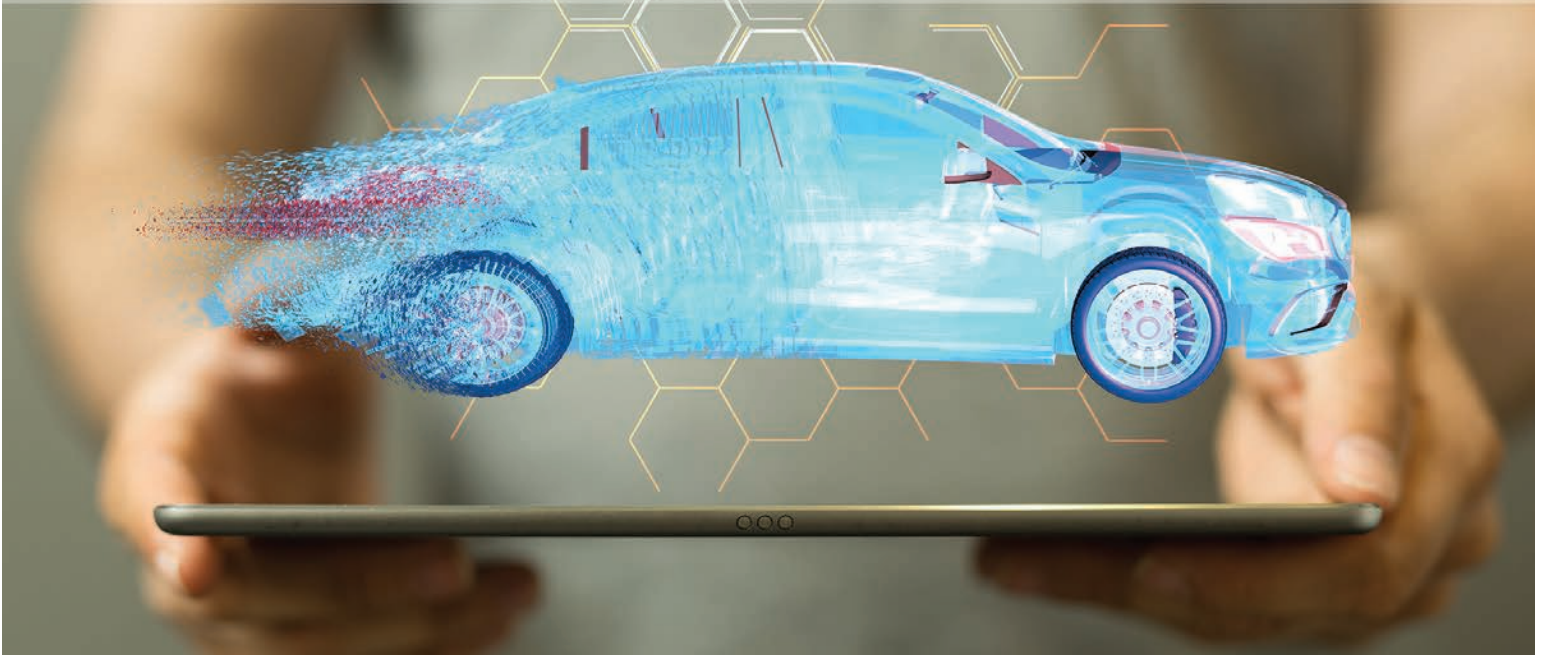


**WORKS ON ALL WEBSITES**

Dealerships are seeing results where over 30% of their total website leads are coming from their Instant Auto Credit App service.



THE FASTEST WAY FOR YOUR CUSTOMERS TO GET THEIR  
TRADE-IN VALUE - *RIGHT FROM YOUR WEBSITE*

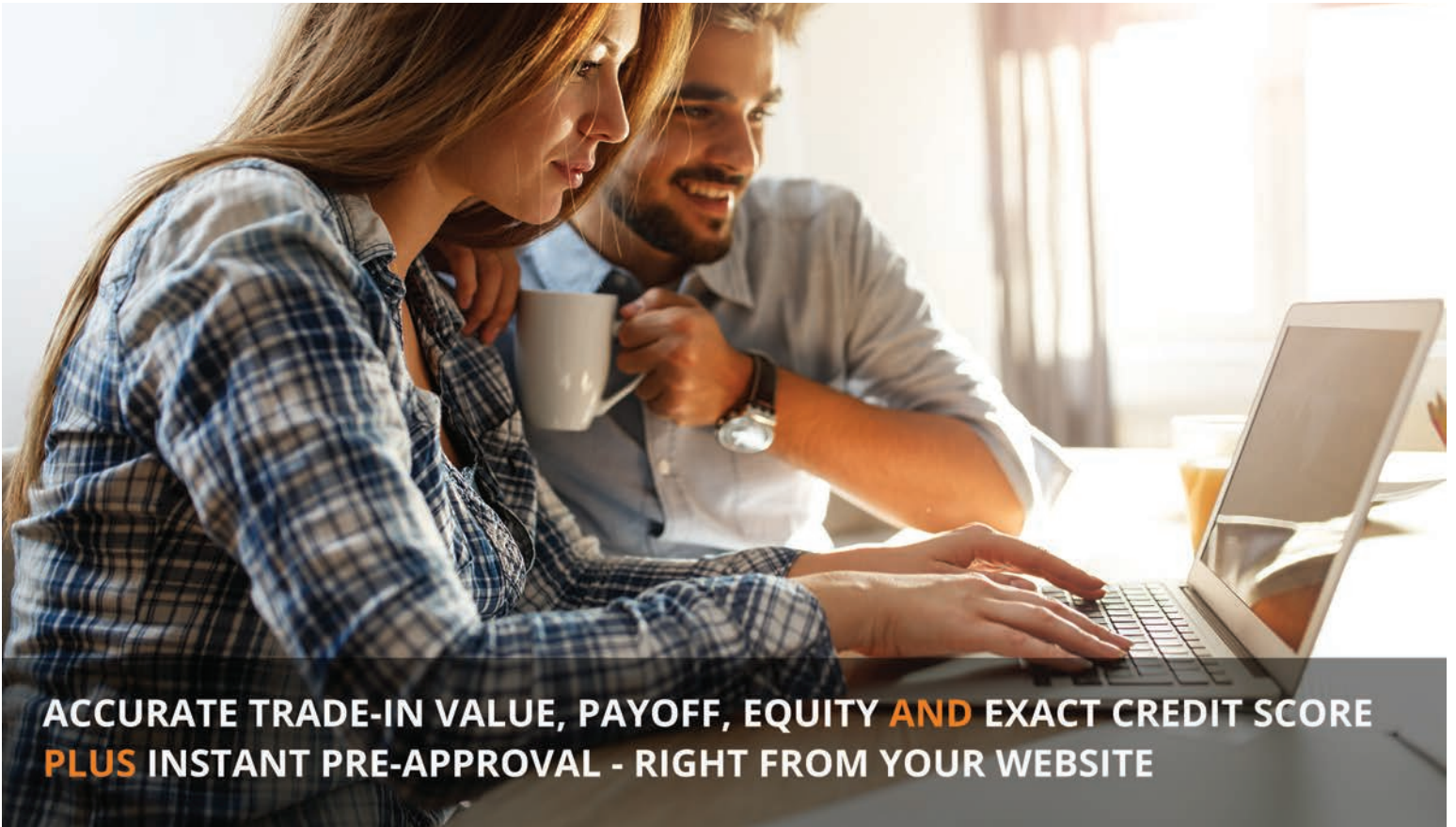


## Everybody wins with trade-ins.

**Studies show that 63% of buyers check the value of their trade-in before purchasing.** With Appraisal Express buyers can instantly get the value of their trade while on your website. Buyers will appreciate the convenience; you will appreciate the increase in the quantity and quality of your leads. Appraisal Express is another great service you can offer that makes buying a car faster, easier, and more beneficial for everybody.



- ✓ Buyer gets instant trade value
- ✓ Increases your website leads
- ✓ Show vehicle's exact value or value range
- ✓ Vehicle condition valuation can be predetermined or selected by buyer
- ✓ Integrates seamlessly with any website
- ✓ Lead delivered to any CRM
- ✓ Powered by NADA



**ACCURATE TRADE-IN VALUE, PAYOFF, EQUITY AND EXACT CREDIT SCORE PLUS INSTANT PRE-APPROVAL - RIGHT FROM YOUR WEBSITE**

## Empower your buyers - win more deals

**Studies show almost 70% of buyers inaccurately estimate their trade-in value, payoff value, and credit rating. How many deals has this cost you?** Appraisal Express Plus gives buyers precise data from NADA book values and soft-pull technology that will make their buying experience better than ever before. Buyers instantly get the accurate value of their trade, payoff and equity AND their exact credit score for free PLUS instant pre-approval, all while on your website. You get buyers who are ready to buy - and can work those deals the right way from the very beginning.

### YOUR BUYER GETS

- ✓ Accurate trade value, equity and payoff
- ✓ Instant pre-approval
- ✓ Free credit score and max loan amount

### YOU GET

- ✓ Increased website leads
- ✓ Trade-in, credit score, auto summary info
- ✓ Integration with any website and CRM

# ProMax Websites

ProMax leads the industry in websites and automotive software and offers the only complete and integrated solution for your dealership.



## Does your website deliver leads?

**We build state-of-the-art websites with one mission: driving prospects to your dealership.** ProMax websites are custom designed for ease of use and quick conversions. They are built for effective SEO, responsive mobile, and come with a robust online management tool. Our websites are fully integrated with ProMax so your inventory is updated in real-time. It's all about generating leads and giving your customer a great shopping experience.



**COMPLETE PROMAX  
INTEGRATION**



**ONLINE MANAGEMENT  
SYSTEM**



**RESPONSIVE DESIGN**



**CUSTOM DESIGNED**



**SEO DRIVEN**



**PERFORMANCE MEASURING  
ANALYTICS**



**EXCELLENT CUSTOMER  
SUPPORT**



**DEALER GROUP WEBSITES**



## Looking for another avenue to contact and connect with your customers? Ringless Voicemail is the answer!

We can drop a prerecorded message on your customer's cell phone without ringing their phone! Your customers can listen to your message and respond back when it is convenient for them. Nobody is unreachable!

The increase in cell phone usage has resulted in the decrease of traditional communication methods, which has created a dilemma for many organizations. By using Ringless Voicemail technology you are providing another avenue to engage with your customers. 67% of consumers check their cell phone even if it didn't ring or vibrate.

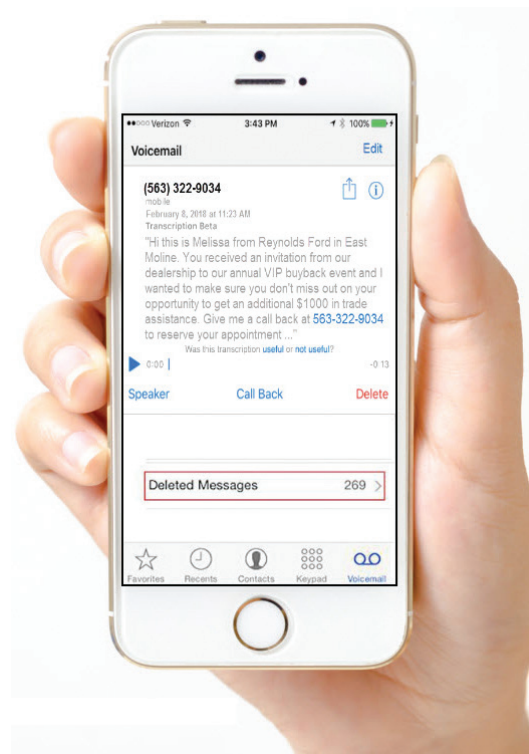


## Why should you use Ringless Voicemail

- ✓ 10-20% Response Rate!!
- ✓ 67% of cell phone owners check their phone for messages even when they don't notice their phone ringing
- ✓ 86% of consumers skip TV ads
- ✓ 91% of consumers opt-out of emails
- ✓ 200 million consumers are on the Do Not Call List
- ✓ 71% of marketers believe that Mobile Marketing is core to their business

## Works great for the following campaigns:

- ✓ New and Old Internet Leads
- ✓ Holiday Sales & Special Events
- ✓ Direct Mail Campaigns
- ✓ Delivered Customers
- ✓ Unsold Showroom Traffic
- ✓ Promotional Campaigns
- ✓ Conquest Customers



# Call Manager™ - Inbound Call Tracking System

ProMax leads the industry in call tracking and automotive software and offers the only complete and integrated solution for your dealership.

## Answering the phone just got a lot more profitable

Do you know how well your calls are being handled? With the money spent to generate phone calls, don't you want to make sure they are being handled properly? We automatically track and record every call. These calls can be reviewed and shared at any time.

## Do you know for sure which advertising sources are paying off?

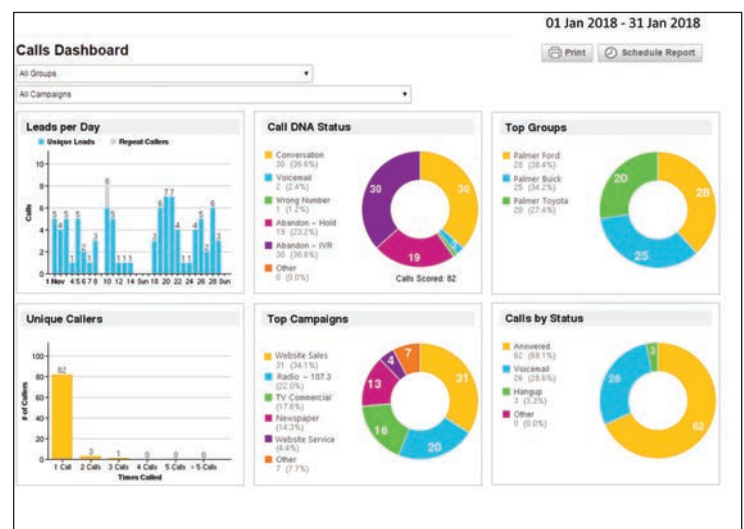
Many people still call when seeing your ads. Without the ability to track your calls, you will never be able to truly measure your ROI. Our analytics provide you with all the important information such as number of calls, unique callers, when and where calls came from, and much more.



**PROMAX  
INTEGRATION**

*Absolutely!*

Every new phone call is automatically imported into ProMax creating a new prospect. The message center notifies you of any missed calls and analytics and metrics are easily accessible.





# Outbound Call Tracking System

*ProMax leads the industry in call tracking and automotive software and offers the only complete and integrated solution for your dealership*



## Are your leads being squandered?

**Do you ever wonder who is slipping through the cracks?** The most frustrating feeling is to find that a lead has slipped away because it was not properly followed up with on the phone. ProMax Outbound Call Tracking eliminates the wondering and gives you the facts. We automatically record and track every outbound call so you can review and share for metrics and training.

## Making calls couldn't be easier with Click-to-Call feature

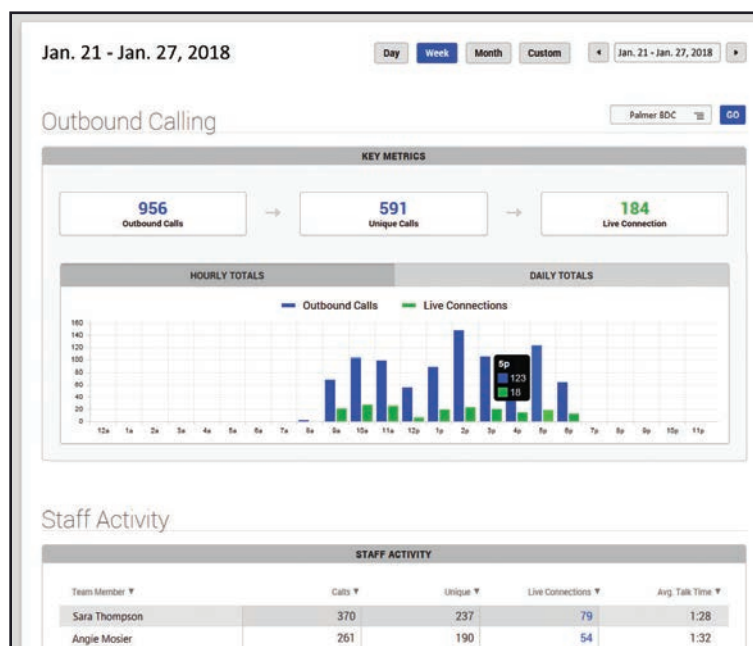
**ProMax makes it unbelievably easy to make calls.** All you have to do is click on the 'Click-to-Call' button. It will automatically initiate the call. Save time and become more efficient without having to dial.



**PROMAX  
INTEGRATION**

*Absolutely!*

All outbound calls are automatically added to the customer workscreen in your ProMax system for tracking and review. No more hoping or wondering if your reps made their calls. Now you know for sure.



# ProMail

ProMax leads the industry in direct mail and offers the only complete and integrated solution for your dealership.

Supercharge your lead generation efforts with ProMax's award winning Direct Mail solution. Everything from prime to subprime to credit driven mailers; we do it all. Our commitment to quality and customer service simply cannot be matched.



ProMax is proud to receive the Diamond Award in the Direct Mail category of the Auto Dealer Today Dealers' Choice Awards for the 4th year in a row.

We deliver results.



**PROMAX INTEGRATION**



**DATA IS OUR SPECIALTY**



**CUSTOMIZED**



**FOLLOW UP**

- ✔ Credit Card Mailers
- ✔ Black Book Buy Back Mailers
- ✔ Trade Equity Mailers
- ✔ Subprime Mailers
- ✔ Event Campaigns
- ✔ Conquest Mailers
- ✔ Holiday Mailers
- ✔ Lease Termination
- ✔ Service Mailers
- ✔ Bankruptcy Mailers
- ✔ Laminated Postcards
- ✔ And more...

## Are you missing out on a piece of the market?

Extend your marketing reach by targeting consumers that are **actively** pursuing an auto loan and **actually** have the intention of buying a car today. MarketThief is a highly effective way to capture in-market car buyers that are looking to purchase now.

A MarketThief lead is someone that just had their credit report pulled by a dealer or lender for the purpose of auto financing. With our daily, targeted lists we send a letter to these leads on your dealerships behalf. You can step in and help frustrated shoppers who have been turned down by other dealers.



## Features

- ✔ Dealers can select their radius and credit score target range
- ✔ Every lead receives a letter immediately; those who respond receive a follow up letter
- ✔ Letters mailed daily
- ✔ Leads are called and appointments set when used in conjunction with optional ProMax BDC services
- ✔ Market and leads are exclusive to your dealership



**YOUR COMPETITOR'S FRUSTRATED PROSPECTS  
CAN BE YOUR HAPPY CUSTOMERS!**



# Bankruptcy Leads



## 785,000 Possibilities

Last year, more than 785,000 people in the US filed for bankruptcy. We can help you sell more cars by targeting those prospects who want to repair their credit score with an auto loan.

ProMax Bankruptcy Leads is an extremely effective direct-mail service that targets and converts highly motivated buyers in your market area.

**ProMax leads the industry in lead generation tools and offers the only complete and integrated solution for your dealership.**



**PROMAX  
INTEGRATION**



**EASY AND  
AUTOMATIC**



**CUSTOMIZED  
TARGETS**



**WEEKLY  
LISTS**

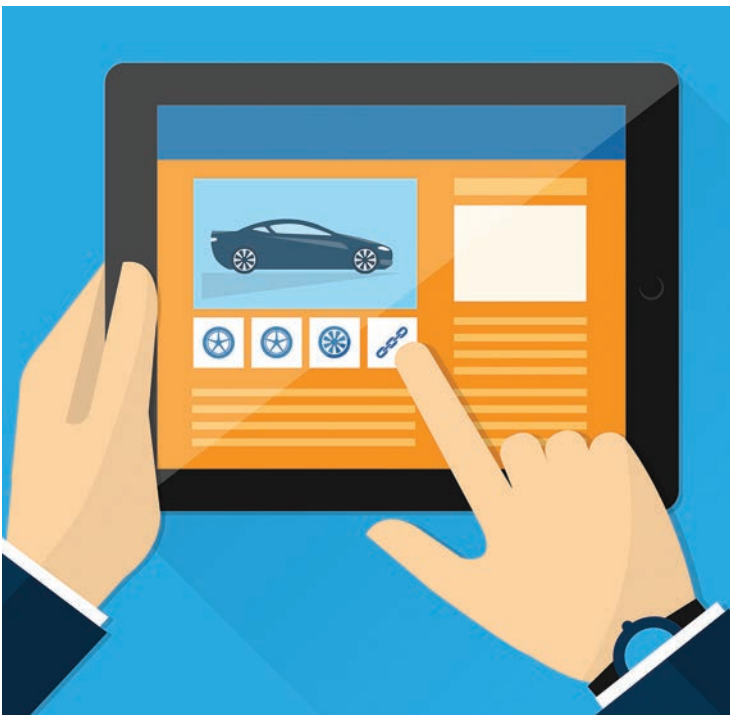
- ✓ Get fresh lists weekly
- ✓ Names available at the time of filing, 341 meetings and time of discharge
- ✓ Chapter 7 and Chapter 13 available
- ✓ Receive data only or select a customized letter package
- ✓ Let ProMax do the work for you - On-site mailhouse, professionally designed letters, convenience, time saving, guaranteed follow up

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## Harness the power of the internet and get more leads

ProLeads are real time prospects that have gone online and filled out a credit application looking to purchase a vehicle. We do the work generating the lead; you just tell us how many leads you would like per month.



- ✓ **Exclusive** to your dealership
- ✓ **Customizable** - you select the filters for distance and income
- ✓ **Scalable** - you determine the quantity and quality of the leads you would like to receive
- ✓ **We do the work** generating the lead, you just sell the car

If you're not following up with your customers, someone else is! Don't lose a sale because you didn't make a call.



FULL SERVICE



REPORTS

## Fortune is in the follow up

ProMax Business Development Center is professionally trained to follow up on your internet leads to help increase your appointments, traffic, and closing ratios. We work directly with you to meet your goals and bring success to our clients. Most dealerships don't want the headache of hiring and training new employees and with the ProMax BDC you won't have to! We can manage every lead from all marketing channels so you can spend time doing what you do best – selling cars.



Our  
Follow Up  
includes:

- ✓ 7 call attempts
- ✓ 6 emails
- ✓ 4 text messages
- ✓ Appointment Confirmations
- ✓ Missed Appointment Follow Up
- ✓ All activities are Integrated and recorded in your ProMax CRM



A decorative graphic in the bottom left corner of the page. It features a blue house silhouette with a white bar chart inside. The bar chart has three bars of increasing height. The house is set against a blue background that transitions into a green stripe at the top.

## GET IN TOUCH

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