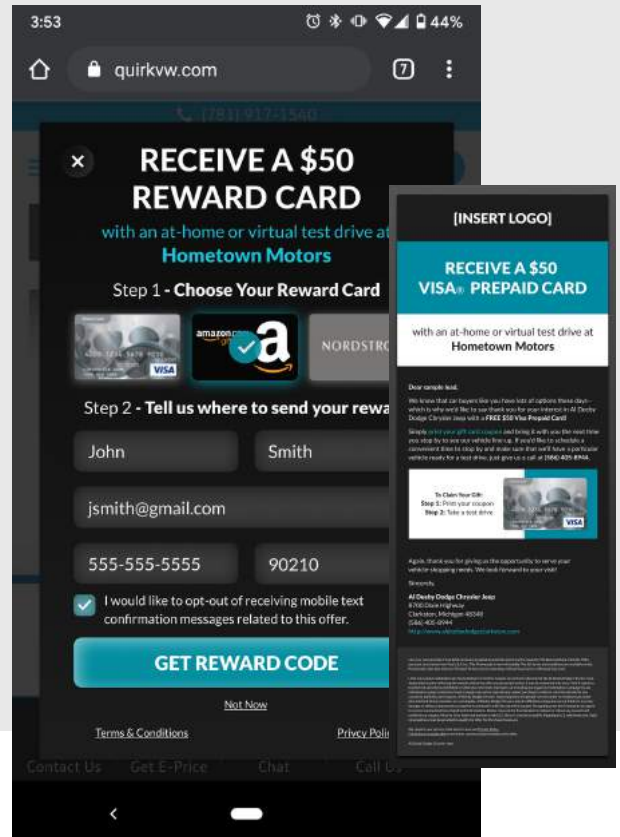




WHY AUTOHOOK?

AutoHook specializes in proving sales attribution combined with an untouchable ability to deliver showroom visits that purchase. Through their network of private incentive offers, AutoHook supplies true, incremental walk-in traffic for dealers and OEMs. AutoHook test drive incentives are scientifically proven to lift incremental sales, new to brand buyers, showroom visits, and conversion rates across channels. AutoHook incentives are designed to get customers off the internet and into dealer showrooms to experience everything you have to offer while converting leads at an industry-low cost-per-sale.



OUR PROOF



To learn more, please contact our Dealer Support at [855.532.3274](tel:855.532.3274) or get.started@UrbanScience.com



Private incentive offers proven to get customers behind the wheel.



MORE SHOWROOM TRAFFIC

Convert your highest intent-to-buy website traffic into showroom visits with highly targeted, private test drive incentive offers, redeemable only by completing a test drive at your dealership.



HIGHER CONVERSION

On average, **81%** of AutoHook leads did not fill out a lead form anywhere else. These incremental leads convert to showroom visits at an average rate of **32%** and **48%** of those showroom visitors purchase.



INCREMENTAL SALES

AutoHook attributes both sales and showroom visits in near real-time so your ROI is never in question. Hard science has proven AutoHook leads close at a low cost-per-sale and an average of **78%** are new-to-brand buyers.



30 SECONDS OR LESS

Time it takes to redeem an AutoHook incentive in the showroom. AutoHook handles the entire customer fulfillment process on behalf of the dealer.

99% INDUSTRY COVERAGE

Data and scientific attribution driven by the Urban Science® DataHub™ – the industry's fastest, most reliable source of automotive purchase insights.

Lead2Show



Sit back, relax and watch your leads walk through the door.

SCORE, TARGET & CONVERT 3RD PARTY LEADS

Maximize the conversion of all your leads with Lead2Show's automated lead scoring that identifies and targets customers with the highest intent to buy. If criteria is met, customers are emailed a test drive incentive offer, redeemable only by visiting your showroom.

CUSTOM INCENTIVES TO FIT YOUR NEEDS

AutoHook sets up custom email incentive campaigns based on your dealership's greatest areas of opportunity. Test drive offers ranging in value trigger based on advanced parameters including lead source, year/make/model, geography and more.

PROVEN SALES ATTRIBUTION BACKED BY SCIENCE

All sales are attributed back to our incentive campaigns in near real-time. Lead2Show adds up to a 50% increase in your 3rd party lead closing ratio. On-demand reporting shows you how many leads have been incentivized, how many redeemed their offer, and how many converted to sales.



AUTOHOOK CUSTOM TARGETING OPTIONS

Are you taking advantage of our custom targeting options included free of charge or all AutoHook subscribing dealers? No matter how you use AutoHook, custom filters can be set up to better fit your brand or dealership's unique needs. Below are ways to use AutoHook incentive campaigns to better target your greatest areas of opportunity across channels.

WEBSITE TARGETING

Target by:

- Make/Model
- Geography
- Aged Inventory
- Time Delay of Engagement (Time on Page)
- Triggered Links (plug in incentive offers in your Marketing, Social, and PPC campaigns)
- # of Page Views
- Excludes Dealership's IP Address

LEAD TARGETING

Target by:

- Make/Model
- Geography
- Lead Source (OEM, 3rd Party, Endemic)
- Lead Score
- In-Market Lists
- Includes Built-In Suppression of Leads that Have Already Purchased - an automatic time and money saver