

AUTOLEADSTAR nurture.

Generate more revenue
from your existing
customer database.

ENGAGE YOUR SHOPPERS WITH THE MOST
CONNECTED, PERSONALIZED PLATFORM.

KEY BENEFITS

- **Activate shoppers, leads, and sales** from CRM opportunities
- **Omni-channel** marketing experience
- **Dynamic email templates** & merge tags
- **Easy, one-click conversions** for higher conversion rates
- **No touch** product with smart algorithm optimization



AARON WHITE, DIRECT ATTRIBUTION SALE

Beginning of timeline

Monday
March 3, 2015

Chat Lead

Chat Conversation | Trade-in
10:00am March 3th, 2015

Thursday
May 28, 2021

Ad Click Website Interaction 2 page views

New 2021 Honda Ridgeline AWD SPORT Crew
Cab Pickup in Burnsville

Friday
May 29, 2021

Ad Click Retargeted 9 page views

BEST OFFER: New 2021 Honda Ridgeline AWD
SPORT Crew Cab Pickup in Burnsville

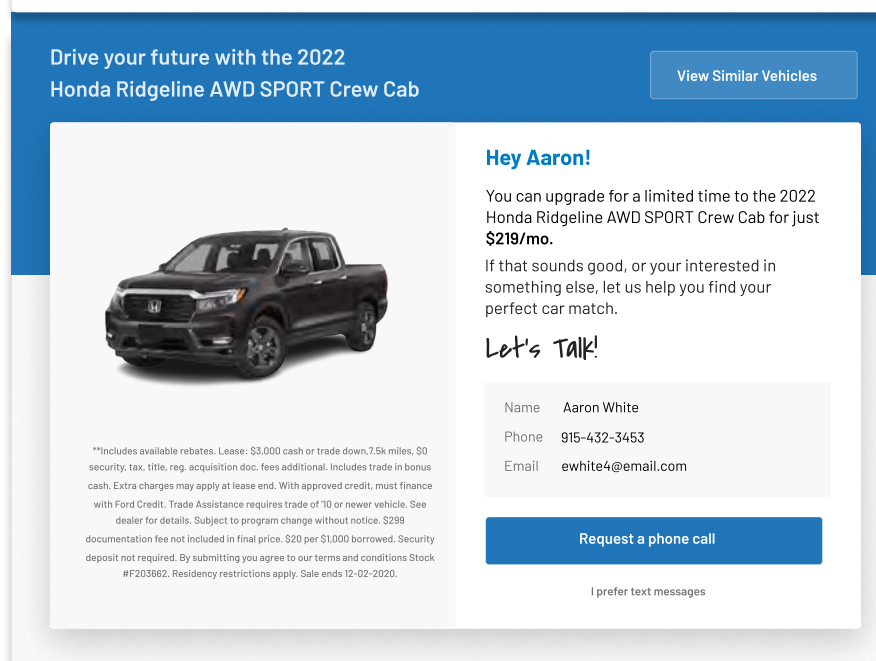
Sunday
November 28, 2021

NURTURE GOES LIVE

Thursday
November 29, 2021

Email clicked & opened (6)

Personalized offer for Aaron



Friday
November 30, 2021

Car Sold New 2022 Honda Ridgeline | Salesperson: John Collins

1,034 Engaged opportunities
from your CRM



Engaged Opportunities ▼

