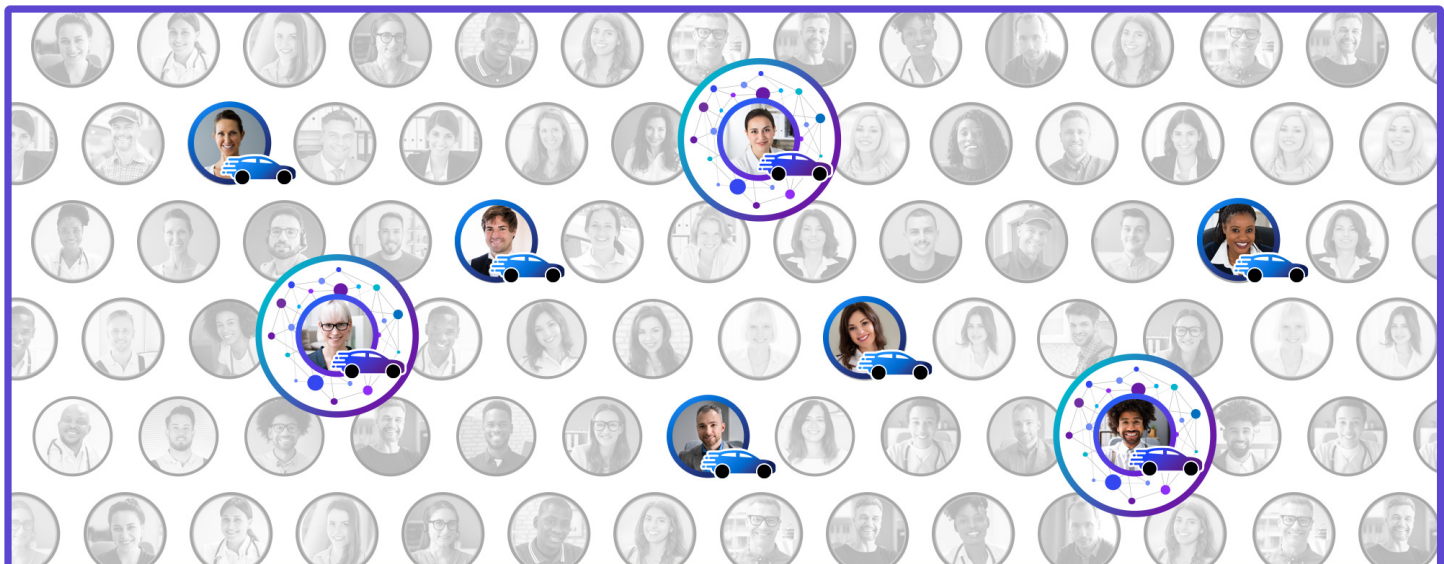


First Watch

A new **free** benefit of the Stellantis Digital Program



GET MORE SALES OUT OF YOUR LEADS



Monitor all the leads in your CRM including those from your site, the brand, 3rd parties, events, and more

AI then evaluates traffic on your certified dealer website and alerts you when it detects a cold lead is back online and shopping

Alerts are sent via email and into your CRM when a customer is **back online** and even tells you what they looked at while on your site

Features Include:

- Morning email alert whenever shoppers are back online
- Updates sent directly into your CRM including detail on what the shopper viewed on your website
- Full 360 views of your customers that includes all CRM and online activities
- Monitor all leads – Dealer Website, Brand, E-Shop, Digital Retailing, 3rd party, and all program solutions
- Detect online signals from your certified dealer website and digital tools

Dealers that use First Watch see a **30%+ increase**
in close rate for Back in Market leads

Email: stellantisfirstwatch@stellantisdealerdigital.com | **Phone:** (888) 850-1443

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FREQUENTLY ASKED QUESTIONS

Q: Where do the updates go in my CRM?

A: Updates are sent to your CRM with the lead source “First Watch – Back in Market”. Your CRM may merge the update with a past lead so pay attention for this lead source. When you see it, click the link in the comments field for more detail on the shopper.

Q: How do I change my email address?

A: Email us at stellantisfirstwatch@stellantisdealerdigital.com to add, edit, or remove an email alert.

Q: How do I get email alerts?

A: Email us at stellantisfirstwatch@stellantisdealerdigital.com to add, edit, or remove an email alert.

Q: What should I do when I get an email alert?

A: Take a minute to click on each customer. Study the information provided and create a personalized response.

Q: Who should get the email alerts?

A: Anyone responding to leads or dealing with customers remotely. We also recommend a manager get alerts to see customer activity and ensure timely follow-up activities are taking place with the priority customers in each daily email alert.

Q: Which websites does First Watch track?

A: Your **certified** dealer website, any **certified** digital retailing, chat, or trade-in tools you use. If a customer interacts with any of these online platforms, it could be flagged as an Active Shopper or a Back in Market.

Q: What should I look for in the Customer view before I respond?

A: Look at the Customer Journey view to see anything the customer has done since your last interaction. Also check out the Vehicle Summary to get a sense of all the vehicles the shopper is considering, whether they want new or used, and the price range in consideration.

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