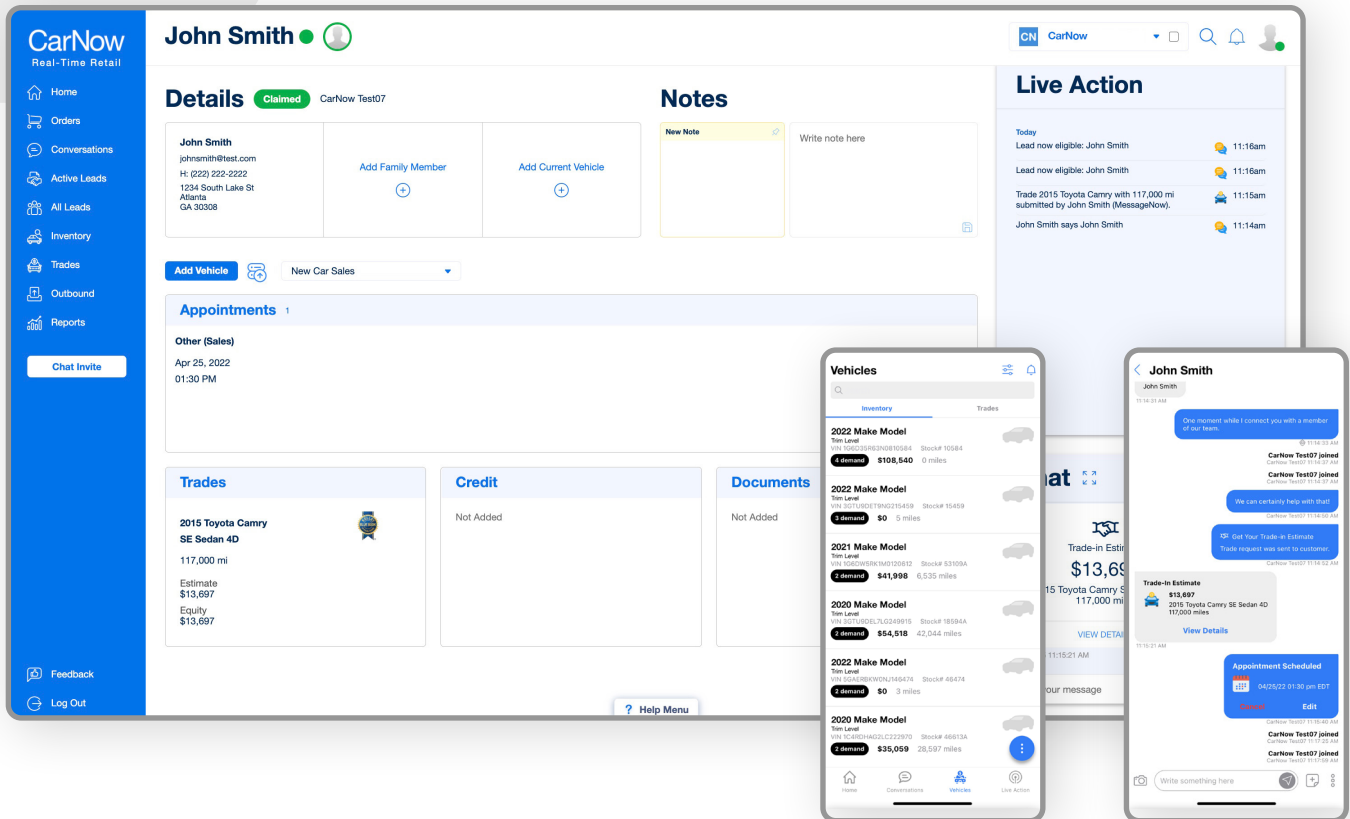




CarNow™

Real-Time Messaging™



RTM

The Real-Time Messaging platform combines CarNow's best online engagement tools into a single solution. This suite of conversational commerce calls-to-action delivers you a higher volume of qualified car shoppers and helps you meet their specific needs in real-time.

Trusted by more than **5,000 dealers** nationwide.

Virtual Showroom

Real-Time Messaging gives you the tools to automatically gather and respond to customer questions anytime, anywhere while keeping them engaged and active on your website.

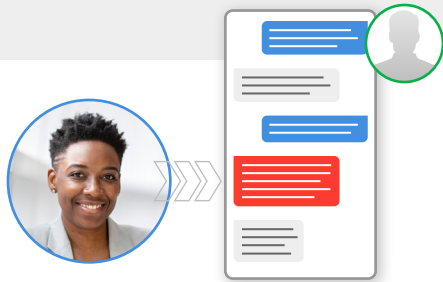
Integrated Intelligence

Naturally move your customers through the buyer journey online by asking the right questions at the right time, while simultaneously creating a big-picture customer profile for your staff.

Custom Workflows

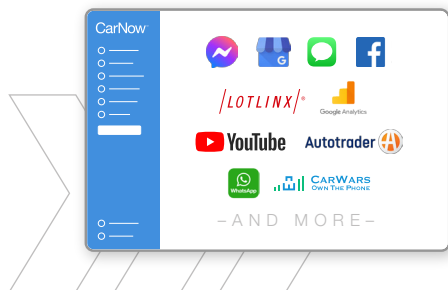
Keep your shoppers live, engaged, and in control with solutions custom-tailored to your dealership's existing workflows and evolving needs.

KEY FEATURES



Live Help Needed!

Your selling agents can capitalize on qualified, in-the-moment prospects by activating a notification that prompts and prepares a manager to enter the conversation at just the right moment – anytime, anywhere, and on any device.



Comprehensive Integrations

CarNow's growing list of messaging integrations includes Invite, Facebook, Apple Messages for Business, Google Analytics, CarWars, Impal, LotLinX, Trade, AutoTrader, WhatsApp, Google Inventory (excluding Mazda), Facebook Inventory, and YouTube. The platform also includes click-to-text and video chat functionalities.

76%



Conversion of Chats to Leads*

20%

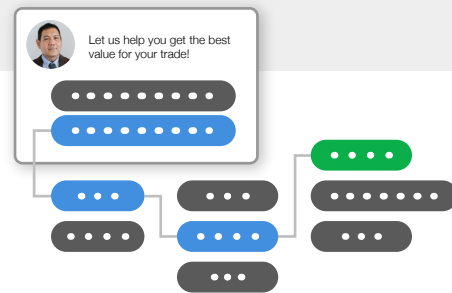


Conversion on Value Trade CTA*

25%

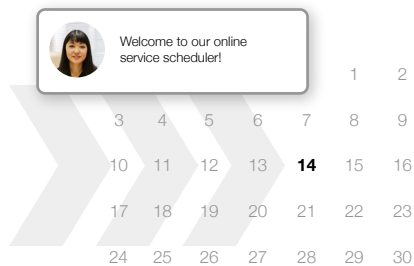


Conversion on Pre-Qualify CTA*



Conversational Calls-to-Action

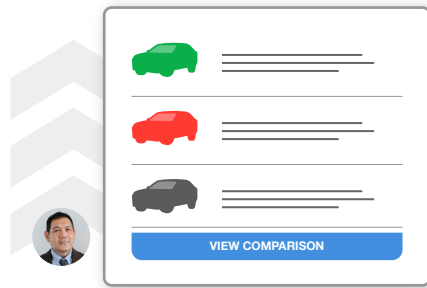
Using natural language responses, move clients through critical steps including scheduling a test drive, valuing their trade, pre-qualifying for credit, and getting an e-price.



Direct Service Scheduling

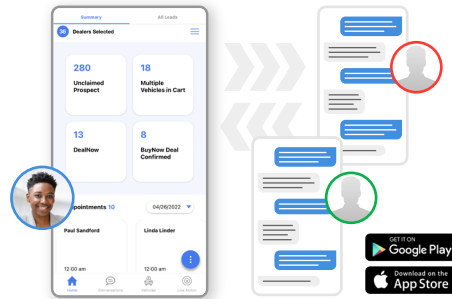
Our agents are fully trained to utilize your own online service scheduling tools and programs to directly schedule service appointments with your customers.

*Average across all CarNow dealers Jan 2023 – March 2023



Rich Content

The CarNow platform’s rich content offerings include virtual brochures, vehicle comparisons, e-business cards, YouTube links, and finance application solutions.



Mobile App

Easily communicate with your customers on the go with CarNow’s mobile app available on the App Store and Google Play.

OTHER FEATURES

- Click-to-Text
- Video Integration
- Tailored to Your Dealership
- Dedicated Partner
- Flexibility
- Optional Chat Management Support

REAL-TIME MESSAGING

\$1,299

FULLY-MANAGED CHAT

\$899

RECEPTION CHAT

\$699

CONVERSATIONAL CALLS-TO-ACTION

Add-on, \$499