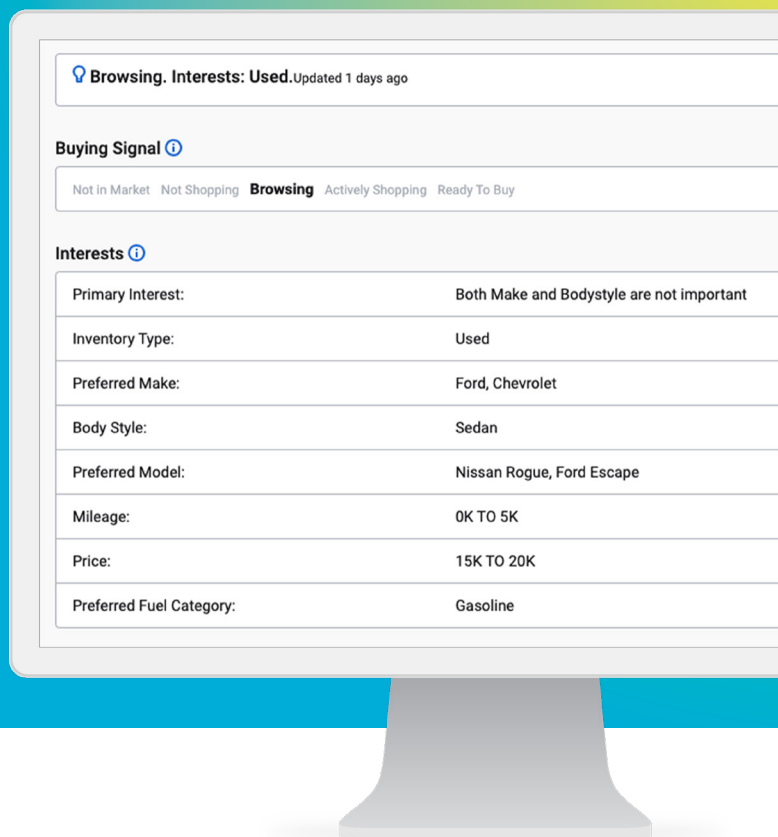


AUTOMOTIVE INTELLIGENCE

CREATE A CUSTOMER, NOT JUST A LEAD



The Power of One | Cox Automotive



VinSolutions Automotive Intelligence gives dealers exclusive, actionable insights into online car shopping activity. Customers who visit Autotrader, Kelley Blue Book, or Dealer.com websites have their shopping behavior captured directly in VinSolutions CRM—helping dealers prioritize customers who are ready to buy, whether they submit a lead or not. With VinSolutions Automotive Intelligence, dealers no longer have to wait for lead submissions to identify their next sales opportunities.

Uncover more leads and improve the customer experience with exclusive insights from Cox Automotive:

Identify shoppers who are

9x

more likely to buy.¹



Buying Signals

Get real-time alerts when customers are showing they are ready to buy.



Sentiment & Intent Analysis

Get feedback on how customers are feeling.



Engagement Strength

Identify which leads are most engaged to help prioritize daily tasks and follow-ups.



Consumer Intelligence

Personalize each customer conversation with in-depth insights.

Questions? Contact us at (866) 578-8152

1. VinSolutions Automotive Intelligence Data predictions for 30 days prior to purchase from September 2022–March 2023.



Ready to Get Started?

Scan the QR code to schedule a demo or visit VinSolutions.com/Request-Demo