

AUTOMOTIVE MARKETING PLATFORM

MARKETING TO THE RIGHT CUSTOMER AT THE RIGHT TIME



The Power of One | Cox Automotive

Automotive Marketing Platform is the only intelligent, omni-channel marketing solution to generate highly relevant, uniquely personalized campaigns.

Target customers using exclusive first-party consumer shopping data from Cox Automotive's market leading Autotrader, Kelley Blue Book, and Dealer.com consumer platforms.

10x ROI

on average for dealers with Automotive Marketing Platform.¹

Features:



Opportunity List

Prioritize customer outreach based on shopping behavior, sales & service history, and ownership data.



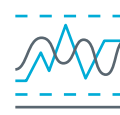
Marketing Account Manager

Execute your marketing plan with the support and guidance of an automotive marketing specialist.



Omni-Channel Messaging

Send personalized offers through email, text messaging, and direct mail.



Dashboards & Automated Reports

Maximize your ROI on marketing spend with automated insights.

Better Together with Dealer.com

- **Personalized Landing Pages** – Link campaigns to automated, personalized landing pages that match exact vehicle and payment details from any Automated Offers sent to car shoppers
- **Advertising Integration** – Target known customers with multi-channel digital advertising based on their vehicle equity, term expiration, service history, and more

Questions? Contact us at (866) 578-8152

1. Based on analysis of customers receiving messages from Automotive Marketing Platform, August 2022–August 2023. Analysis performed August 2023.



Ready to Get Started?

Scan the QR code to schedule a demo or visit [VinSolutions.com/Request-Demo](https://Vinsolutions.com/Request-Demo)

Combine Automotive Marketing Platform with VinSolutions CRM to get exclusive upgrades—like automated CRM task creation, prospect marketing, a dedicated performance manager, and more.

Automotive Marketing Platform	w/ VinSolutions CRM	w/ any other CRM
Prospect Marketing	•	
Visibility of Marketing in CRM	•	
CRM Task Creation	•	
Lead-Generating Calls-to-Action	•	
Performance Manager	•	
Sold Customer Marketing	•	•
Serviced Customer Marketing	•	•
Omni-Channel Marketing¹	•	•
Marketing Account Manager	•	•
Opportunity List	•	•
De-duplication Process	•	•
Dashboards & Automated Reports	•	•
Automated Marketing Workflows	•	•
Automated Offers	•	•
Consumer Insights for Marketing	•	•
Personalized Landing Pages²	•	•
Advertising Integration³	•	•

1. Unlimited MMS Texting is required for Automotive Marketing Platform

2. Dealer.com Website Required

3. Dealer.com Advertising Required