

AUTOMOTIVE MARKETING PLATFORM

AUTOMATED MARKETING WITH VINSOLUTIONS CRM



The Power of One | Cox Automotive

Automotive Marketing Platform is the only intelligent, omni-channel marketing solution that generates 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—all within VinSolutions CRM.

10x ROI

on average for dealers with Automotive Marketing Platform.¹

Get additional benefits when you use Automotive Marketing Platform with VinSolutions CRM:



Reengage Lost Leads

Market to anyone in your customer database regardless of purchase status.



Expert Guidance

Dedicated support from automotive experts including a Performance Manager and a Marketing Account Manager.



CRM Task Creation

Automatically generate tasks based on marketing insights and activity.



Lead-Generating Opportunities

Generate personalized links with unique calls-to-action.

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