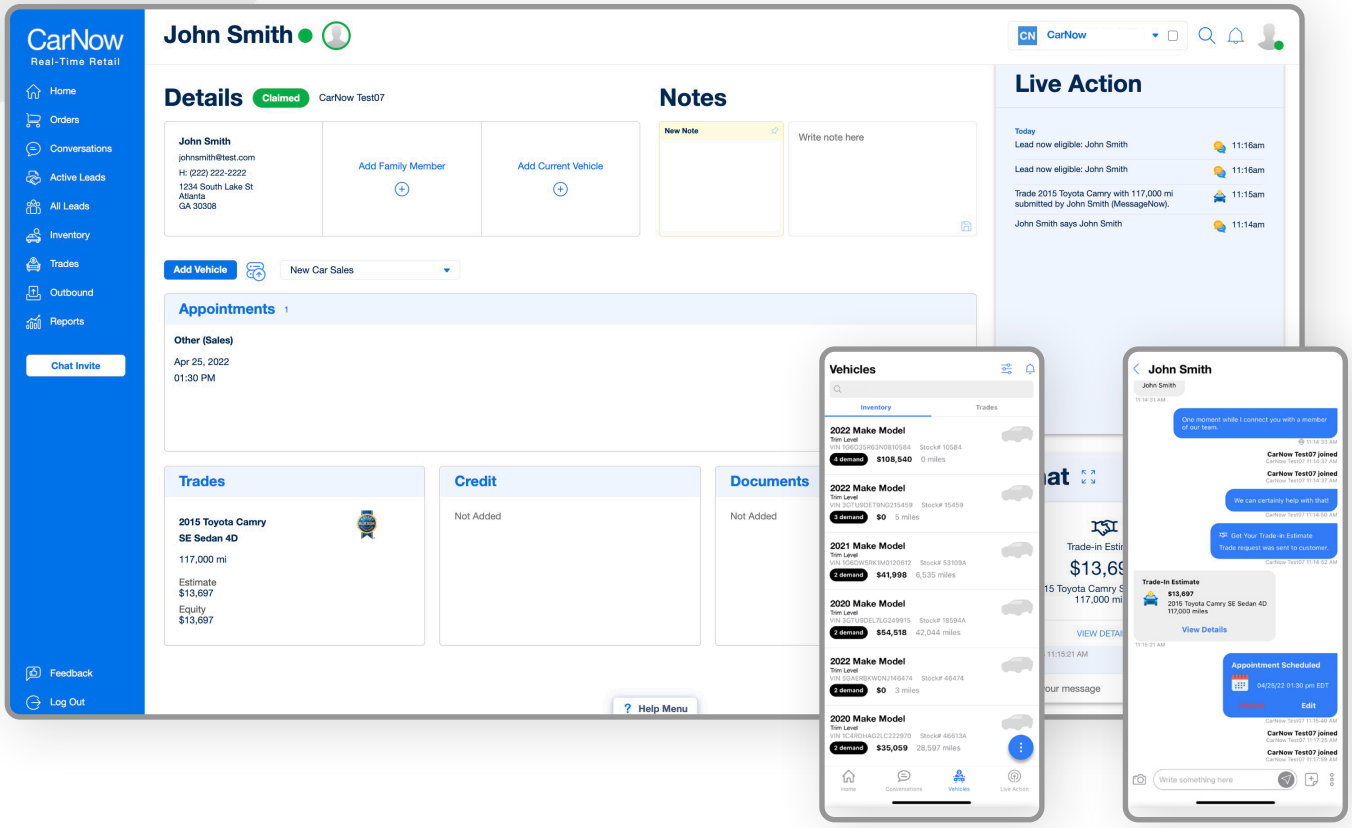
CarNow™

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.*

iMR APPROVED TURNKEY PRODUCT

CarNow.com

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

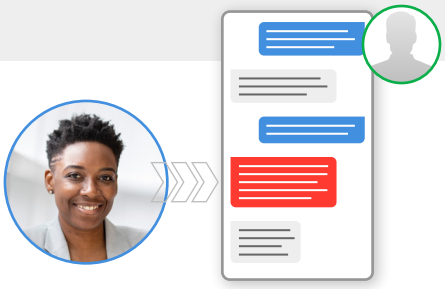
Keep your shoppers live, engaged, and in control with solutions custom-tailored to your dealership's existing workflows and evolving needs.

78.5%
Conversion of Chats to Leads*

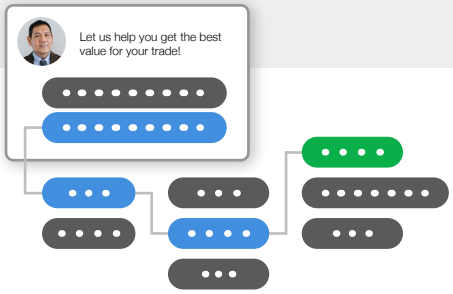
21%
Conversion on CTA Value Trade*

30.2%
Conversion on CTA Pre-Qualify*

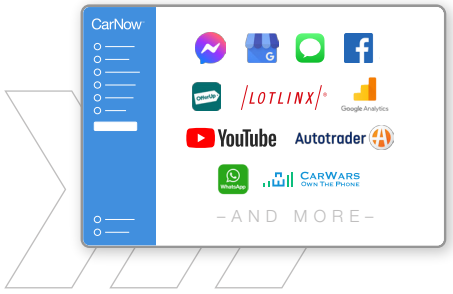
KEY FEATURES



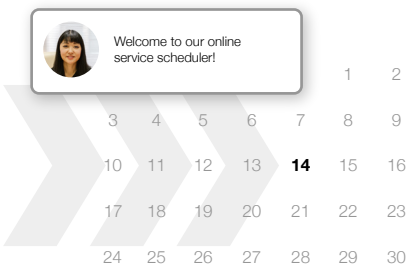
DealNow
Your selling agents can capitalize on qualified, in-the-moment prospects by activating a notification that prompts and prepares a manager to enter the conversation at just the right moment – anytime, anywhere, and on any device.



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.

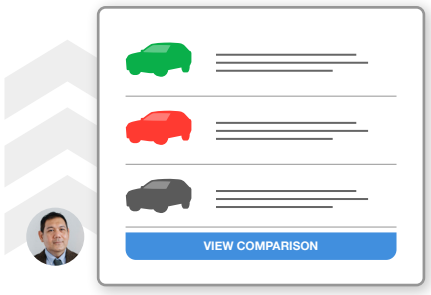


Comprehensive Integrations
CarNow's growing list of messaging integrations includes Invite, Facebook, OfferUp, Apple Messages for Business, Google Analytics, CarWars, Impal, LotLinx, Trade, AutoTrader, WhatsApp, Google Inventory (excluding Mazda), Facebook Inventory, and YouTube. The platform also includes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

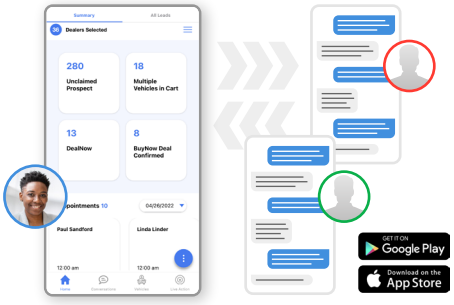


Direct Service Scheduling
Our agents are fully trained to utilize your own online service scheduling tools and programs to directly schedule service appointments with your customers.

*Average across all CarNow dealers nationwide during 2021.



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**

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