

Market Intelligence	Included
Perfect Market®	
Nightly DMS Sales & Service Transactional Data Perfect Prospect Map ZIP Code Ranking/Scoring	
Data Mining	Included
Perfect Prospect®	
Data Cleansing with 5 year NCOA Ownership Verification Equity Mining	
Offer Management	Included
Offer Dynamics	
Offer Management Platform Dynamic VIN Payment Calculator OEM Incentive/Rebate Integration Disclaimer Generator Personalized Coupon Management Platform (active, lost, conquest) Automated Daily Updates Legal & Compliant Offers	
Inventory Sync	
Daily Sync (new & pre-owned)	
Upgrade Matrix®	
Trade Pattern Prediction	
Automated Marketing	Included
Campaign	
Multi-Channel API Intelligent VIN-Based Campaign Creation (applied to all add-on products) Creative Campaign Portfolio (sales & service) Unlimited Call-Tracking Phone Numbers (text-enabled)	
Email	
Unlimited PIN Email Deployment (sales & service)	
Personal Portal	
Dynamic Personal Shopping Portals (mini website) VDP Extension Page (optional) Complete Vehicle Details (imagery, specs, options) Apple Wallet Integration for Coupons Customer Activity Tracker	
Opportunity Tracking	Included
Hot Opps	
Opportunity Dashboard Hot Opportunity Alerts CRM Integration	
Call Pop®	
Phone Append Service	
Reporting	Included
Insights	
ROI Attribution Campaign Reporting Sales Forecasting & Budgeting Strategy Recommendations	
TOTAL	Retail: \$3,450/mo. GM: \$2,415/mo.