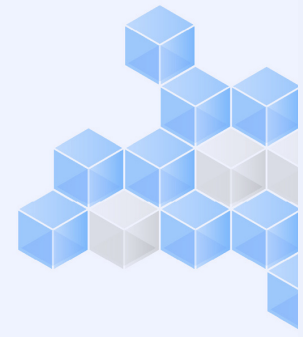


BRIDGING THE GAP



360-DEGREE CHECKLIST

How to Leverage the True Power & Potential of Connected Data



The Power of One | Cox Automotive

This 360-degree audit checklist will help you apply what you learn throughout the series into finding the gaps within your dealership and ways to bridge them. You'll gain new ideas and an actionable plan you can implement right away.

SESSION 1: Bridging the Gap – Not Just a Catchphrase, a Revolutionary Strategy

1. Is your online to in-store shopping experience seamless?

How can you make it more connected and personalized for both your team and the consumer?

2. Are you using AI to help personalize your education on brand, marketing and communications to consumers?

Ways currently using:

Ways could be using in the future:

3. Do you have a current marketing and business strategy for cross-shoppers?

Ways currently educating cross-shoppers and new consumers on what your dealership and brand stand for:

Ways could be using in the future:

How are you using your data to determine a shopper's needs and how could you improve on this?

Once you identify those shoppers needs, how are you putting that into action? How could you improve on this?

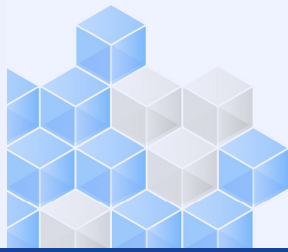
4. How are you building personalized shopping experiences at every touchpoint?

Ways currently personalizing the shopping experience:

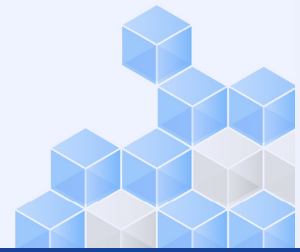
Ways could be using in the future:

FOR THE ROAD FORWARD WITH AUTOTRADER

In today's fast-paced world, it's critical to stay in front of and alongside your shoppers, not only to attract new customers but to retain existing ones and drive more profits. With [Autotrader](#), you have access to solutions that are built to connect you with more in-market shoppers, drive more qualified leads and sell vehicles faster – all backed by Cox Automotive's proprietary first-party data. When combined with the data you already have at your dealership, you can create the most personalized shopping-to-buying experiences that reach the right consumer, with the right message, at the right time.



BRIDGING THE GAP



360-DEGREE CHECKLIST

Session 1 continued...

5. Questions to ask yourself regarding your DR tools and your current data marketing plan and strategy:

What DR tools do you have or plan to have?

Are you leveraging their insights and how?

Are you connecting your insights to your marketing?

How are you activating those insights and how frequently?

What tools do you have connected to make your data more robust?

6. What GAPS did you discover in Session 1?

Ways you can BRIDGE those gaps either now or in the future:

SESSION 2: Connected Data – An Actionable Plan and Strategy

1. Building off of Session 1, what ways are you currently activating your data in the following ways?

Ways currently activating data from your CRM:

Ways could be activating in the future:

Ways currently activating data + insights from your WEBSITE:

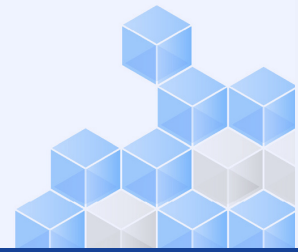
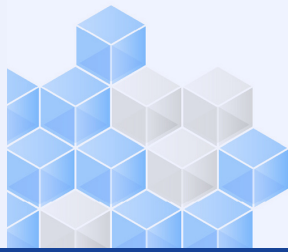
Ways could be activating in the future:

Ways currently activating data + insights from your EMAIL ENGAGEMENT STRATEGY:

Ways could be activating in the future:

FOR THE ROAD FORWARD WITH DEALER.COM

Creating seamless, digital shopping-to-buying experiences for consumers is key to success at your dealership, and with Dealer.com's full-service digital marketing and deal-making solutions, backed by Cox Automotive's first-party data, you can own the moments that matter most for your customers at every step of the shopping journey. Drive more demand and get consumers into the purchase funnel faster with personalized experiences that only Dealer.com can deliver.



360-DEGREE CHECKLIST

Session 2 continued...

2. How are you using your first-party data in these key marketing capabilities?

User behavior insights:

Lead management:

Content development:

Service marketing:

3. How are you using AI in your marketing automation strategy?

Ways currently using:

Ways could be using in the future to help you automate and personalize more experiences:

4. How are Digital Retailing tools positively impacting your business?

Ways currently positively impacting:

Ways you'd like to grow their connection and impact to your business:

5. Grade the following at your dealership from 1 (lowest) to 10 (highest) and spot where there are opportunities for improvement and growth.

WEBSITE: Overall _____ Advertising _____ SEO Optimization _____ Content _____ Easy to Navigate _____
Can Shoppers Easily Connect with Sales _____ Communication Options _____ Vehicles Merchandised Using Real Photos _____
Communication Prompts Simple & Visible _____ Availability of Most or All Deal Building Tools _____

6. How is your dealership connected from your DR solutions to your operations to your sales team to your staff?

Ways currently connected:

Ways you'd like to grow their connection:

7. What GAPS did you discover in Session 2?

Ways you can BRDIGE those gaps either now or in the future:

CONNECTED SOLUTIONS & MARKETING THAT JUST CLICKS

For the road forward, it's never been more important to connect your solutions in order to activate your data and turn it into dollars! At [Cox Automotive](#), our integrated marketing and deal-making solutions from Autotrader and Dealer.com come together seamlessly – powerfully reinforcing each other. Simply put, they just click. Kind of like how the right, data-backed message just clicks with the right shopper and that shopper clicks with your inventory before clicking into the deal with industry-leading digital retailing solutions. We create predictive, fast and personalized digital experiences for both you and your consumer, so you have more time to focus on what matters most.

