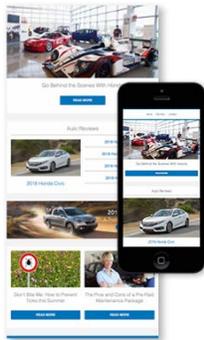
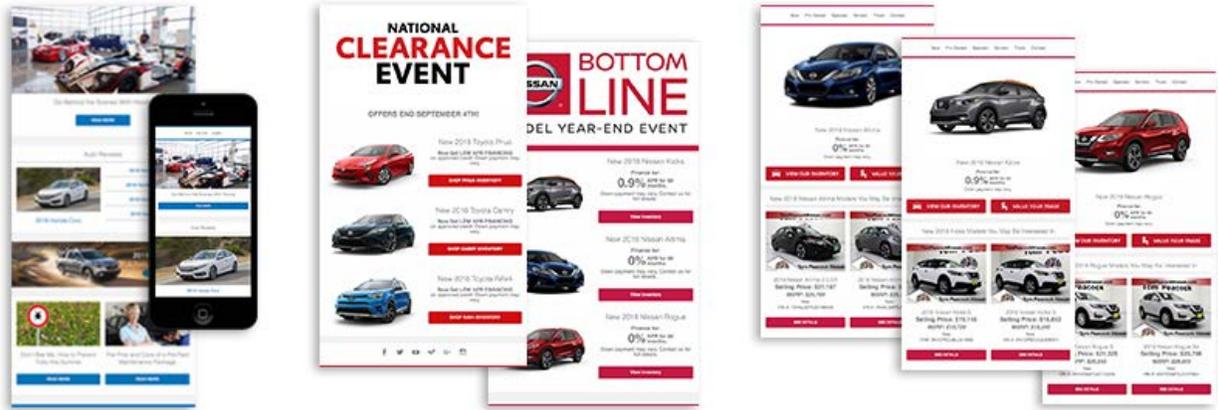




SMART SALES ACCELERATOR

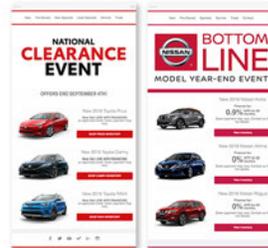
Identify and cultivate interest while serving up the offers, vehicles, and information that lead customers down the path to purchase.

REVIVE AGING LEADS || INCREASE INCREMENTAL SALES || TURN INVENTORY FASTER || ACQUIRE QUALITY PRE-OWNED INVENTORY



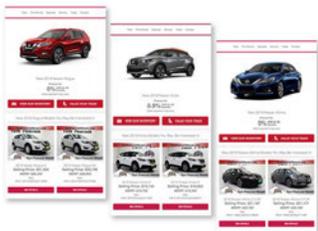
TEMPERATURE GAUGE COMMUNICATION & ENGAGEMENT WEBSITE

A mobile-ready, responsive automotive dealer email and engagement website is the perfect way to stay in front of customers from the time they purchase, throughout their vehicle's service lifecycle, and leading up to the moment they're ready to buy again.



NATIONAL OEM INCENTIVES

The best manufacturer incentives, offers, and sales promotions are sent to the people our mining and modeling identify as most interested.



INVENTORY BASED MODEL-SPECIFIC FOLLOW UPS

People demonstrating interest and intent in specific models are led down the path to purchase with follow up communications that showcase the dealership's live inventory of that model.



AGING & NEWLY ARRIVED CPO/USED INVENTORY

Promote newly arrived and aging CPO/used inventory with these messaging streams that target the best candidates for pre-owned vehicles.

When you bundle solutions together, we can offer even more attractive pricing. Learn more about our other digital marketing and software solutions for automotive dealerships by scheduling a strategy session below.

[SCHEDULE A STRATEGY SESSION](#)

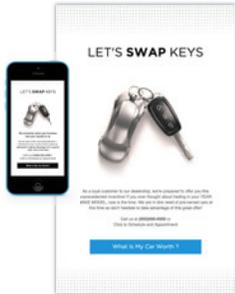




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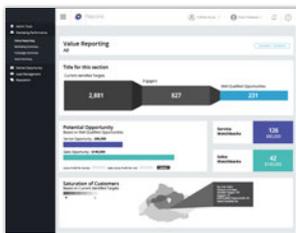
TRADE-IN SOLICITATION

Move intenders down the purchase funnel by generating valuable trade-in leads and information.



ONE-CLICK CONVERSION

The Temperature Gauge and all 3 Birds email communications include One Click Conversion that prefills lead forms for greatly improved lead conversion and a more friction-free consumer experience.



ROBUST REPORTING INCLUDING CUSTOMER JOURNEY

A new way to view your customer database that includes performance metrics, segments by customer type and lifetime value, and tracks the customer online journey all the way down to the individual customer record.



WELL-QUALIFIED OPPORTUNITIES

Our proprietary models combine multiple data points including frequency and intensity of interactions with content in emails and on websites to identify 'well-qualified opportunities' representing low-funnel sales and service leads that are ideal for BDC follow up.



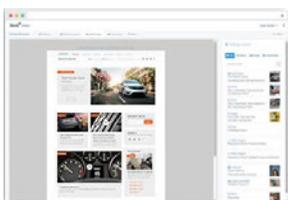
LIVE INVENTORY & OTHER INTEGRATIONS

Generate interest in the vehicles that are on the dealership lot now with our seamless live inventory integration. We also integrate with dealership DMS and CRM systems to access customer & prospect data.



PERFORMANCE REPORTING

Our robust performance reporting captures engagement levels with every single piece of content in the Temperature Gauge and all other email communications.



DYNAMIC CONTENT ENGINE

Our Dynamic Content Engine generates relevant articles, coupons, and offers with Tier 1-quality creative tailored to your customers' interests.



INTERACTIVE CALENDAR

Finally, a single location for viewing traditional and digital marketing activities. This interactive calendar shows all campaigns and communications scheduled to be sent through the 3 Birds platform and allows for external marketing and advertising events to be added for a global view.

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