

# DIALOGTECH FOR AUTOMOTIVE

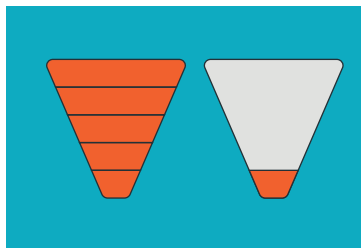
Drive Sales by Generating More Calls From Your Advertising and Websites

## Callers From Your Websites Are the Best Leads

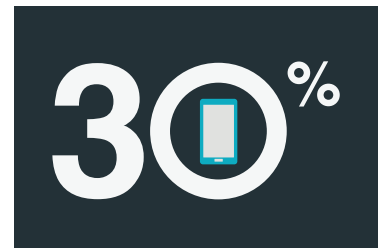
Next to walk-ins, phone calls are the number one way car buyers contact dealerships. And callers from your brand and regional websites close at a much higher rate than web form leads. They are the leads dealerships want most.



**25% of car buyers** first contact a dealership by calling



**5x as many leads** on Tier 1 and Tier 2 sites convert by calling vs filling out web forms



Callers to dealerships buy vehicles **30% more** often than web forms leads

## Generate More Sales for Your Dealerships With DialogTech

Optimize your media spend and Tier 1 and Tier 2 website performance to drive more quality phone leads and sales to your dealer network. DialogTech will help you capture the analytics data and insights from callers to increase dealer connections.

<b>Call Attribution</b>	<b>Website Interaction</b>
Know which channels, campaigns, ads, keyword searches, email, and organic or direct visits generated calls to your dealerships.	Know exactly how your website generates sales calls. See every visitor's activity before, during, and after calling – from the pages viewed to the car models.
<b>Conversation Analysis</b>	<b>Sales Outcome</b>
DialogTech automatically categorizes calls to help you understand which digital journeys generate sales calls. You can also see if calls to dealerships from your marketing are being answered.	Know which marketing programs and site experiences drive callers that convert to sales opportunities and revenue. Increase sales by optimizing for what's really working.

Sources: Kelley Blue Book, DialogTech customer data.