

DYNAMIC OMNI CHANNELS

Responsive & Personalized
Unified Message
Across All Platforms



Dynamic Omni Channels™ is a fully automated, complete analytics and marketing life cycle that **monitors the blind spots in your sales and service advertising** by verifying web traffic, validating traditional and digital advertising using on lot trip wires generated by state-of-the-art mobile technology. **DOC™** combines its proprietary data along with CRM and DMS data to apply **DOC™** strategies.

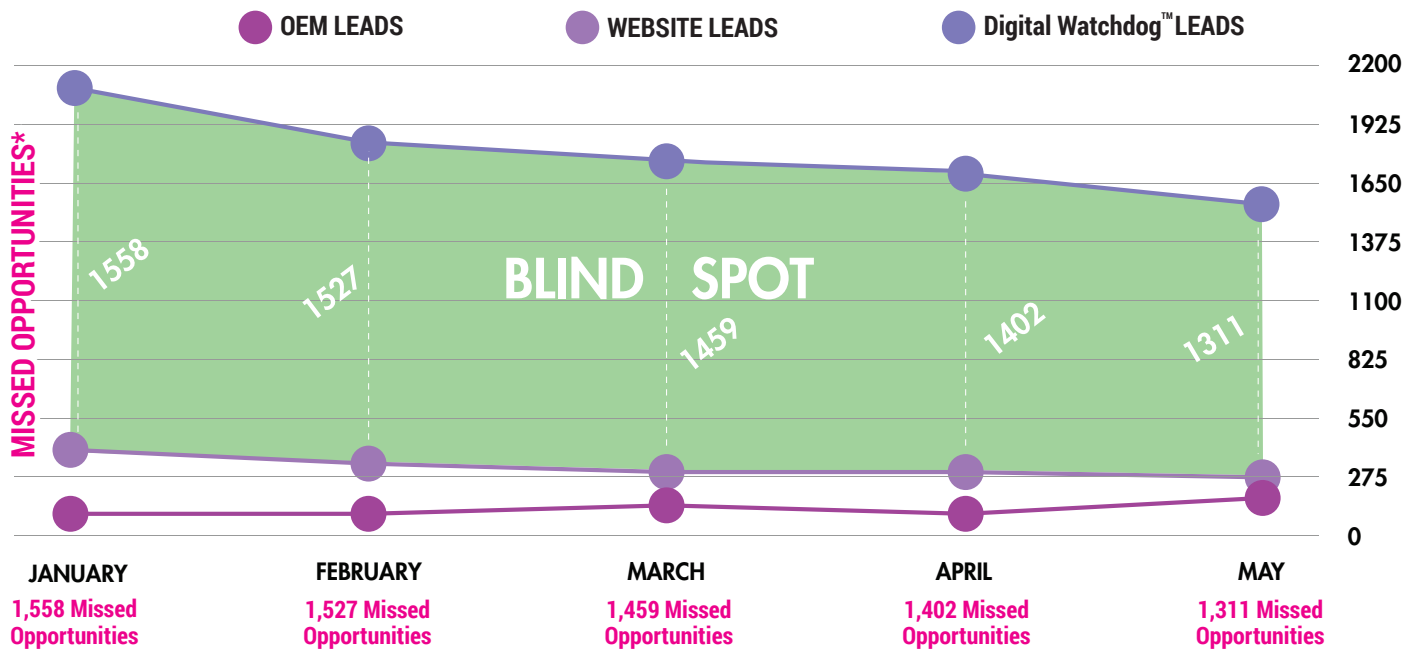


www.DynamicOmniChannels.com

Blind Spot Monitoring™

Engage your customers before they engage you.

DOC™ is the first **Blind Spot Monitoring™** system in the industry. Your customer market is constantly evolving with shifts in generations, technology, relationships, and expectations. **DOC™** automatically processes these preferences and tracks consumer behaviors in real-time to deliver the most appropriate, customized and timely message from virtually every angle.



**Actual results from Florida Dealership, 2018*



INTRODUCING OUR **GAME CHANGER**

Digital Watchdog™

OPTIMIZE | Track invisible visitors of your website and follow their clicks.

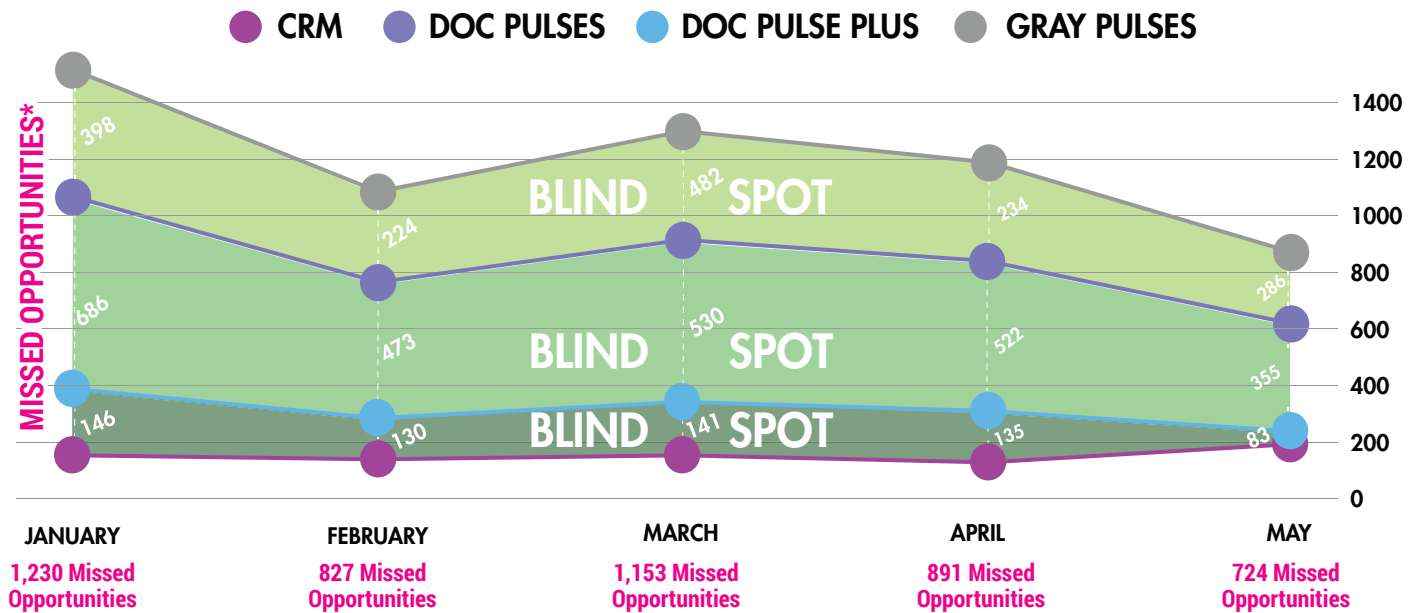
CUSTOMER | Automatically generate daily enriched records of consumer information (Name, Address, Credit Score, VIN, and more) from 12 proprietary algorithms authenticated via geolocation. Greater accuracy than using cookies or IP Matching to identify.

EXPERIENCE | Deliver personalized and relevant messages directly and seamlessly through multiple touch points. All within 48 Hours.

Don't Miss An Opportunity

Engage your customers before they engage your competition.

HOW? Unlike basic geo-fencing, this is device to consumer record – with full PII (personally identifiable information). Every dealership in the US and Canada are tracked to capture foot traffic based on 90,000+ first party aps/website networks. Source potential customers before they are entered into your CRM and DMS.



***Actual results from Florida Dealership, 2018**



INTRODUCING OUR **GAME CHANGER**

Intelligent Mapping



REDIRECT & CONVERT | Intelligent Mapping identifies customers by detecting mobile devices at a physical location. Think of it as an invisible tripwire precisely assigned to your competitors' stores and lots. Effectively optimize your competitive conquest campaigns by targeting actual in-market customers with relevant and timely communications that **make your brand stand out.**

New Customer Acquisition



Service To Sales

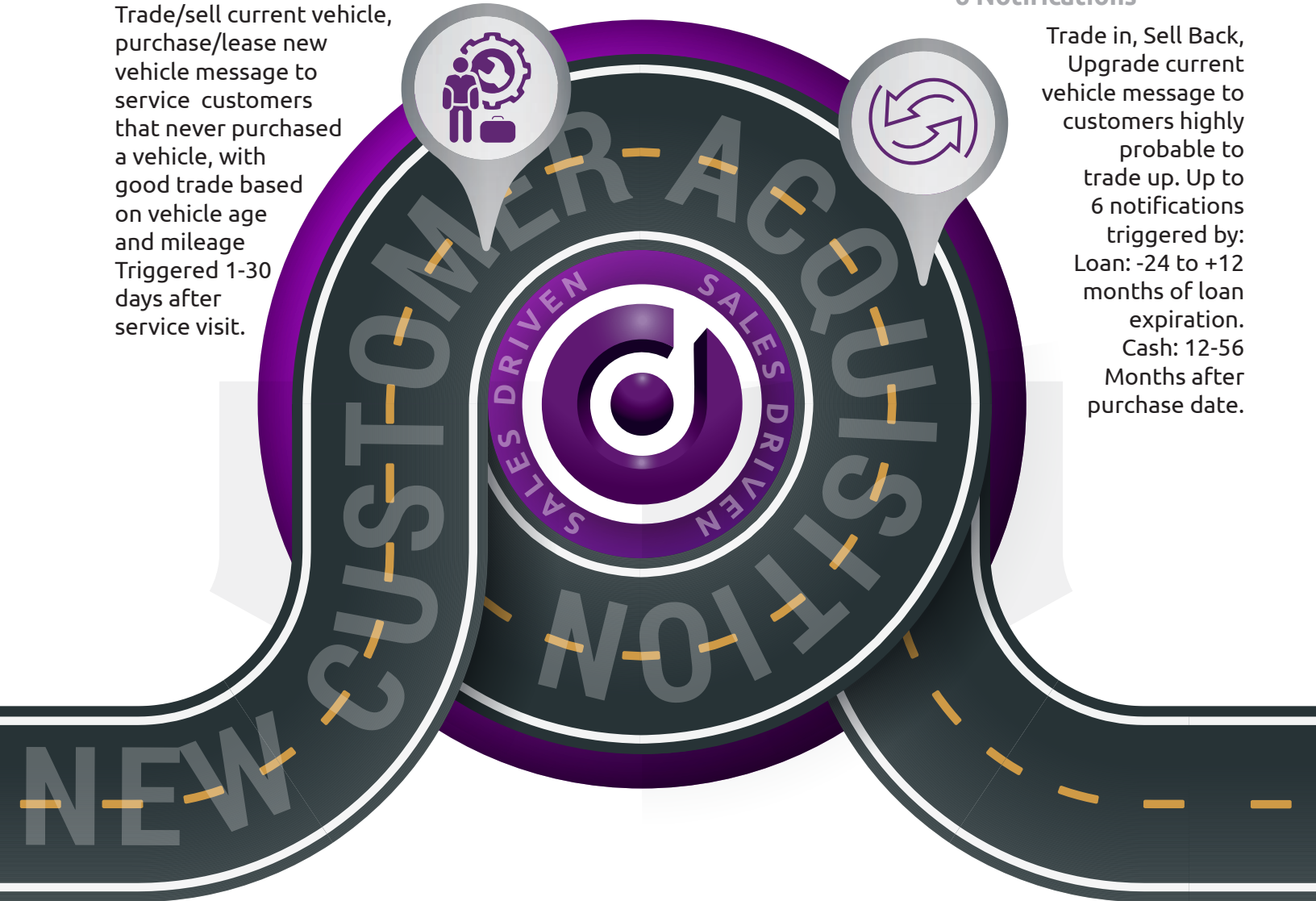
Trade/sell current vehicle, purchase/lease new vehicle message to service customers that never purchased a vehicle, with good trade based on vehicle age and mileage
Triggered 1-30 days after service visit.



Trade Cycle

6 Notifications

Trade in, Sell Back, Upgrade current vehicle message to customers highly probable to trade up. Up to 6 notifications triggered by:
Loan: -24 to +12 months of loan expiration.
Cash: 12-56 Months after purchase date.



Digital



Direct Mail



Social



Email



**Dynamic
Omni Channels**

Don't hesitate to reach out to us for more information at:

PHONE: 813-886-5597 EMAIL: DOCsales@dynamicomnichannels.com

Customer Retention



Extended Contract Follow-Up

Contacts customers who purchased, but did not take advantage of a vehicle service contract. Up to three intervals.



Sales Follow-Up

CSI type survey message sent one day after vehicle purchase. Mail drives referral business.



Lease Expiration

Reminder of upcoming lease expiring. Triggered 6 months prior to date of Lease Expiration.



Warranty Expiration

Reminder of upcoming expiration. Triggered three months prior.



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Customer Engagement



Birthday

Provides Happy Birthday Message to customer. Sent 1 week prior to customer's birthday annually.



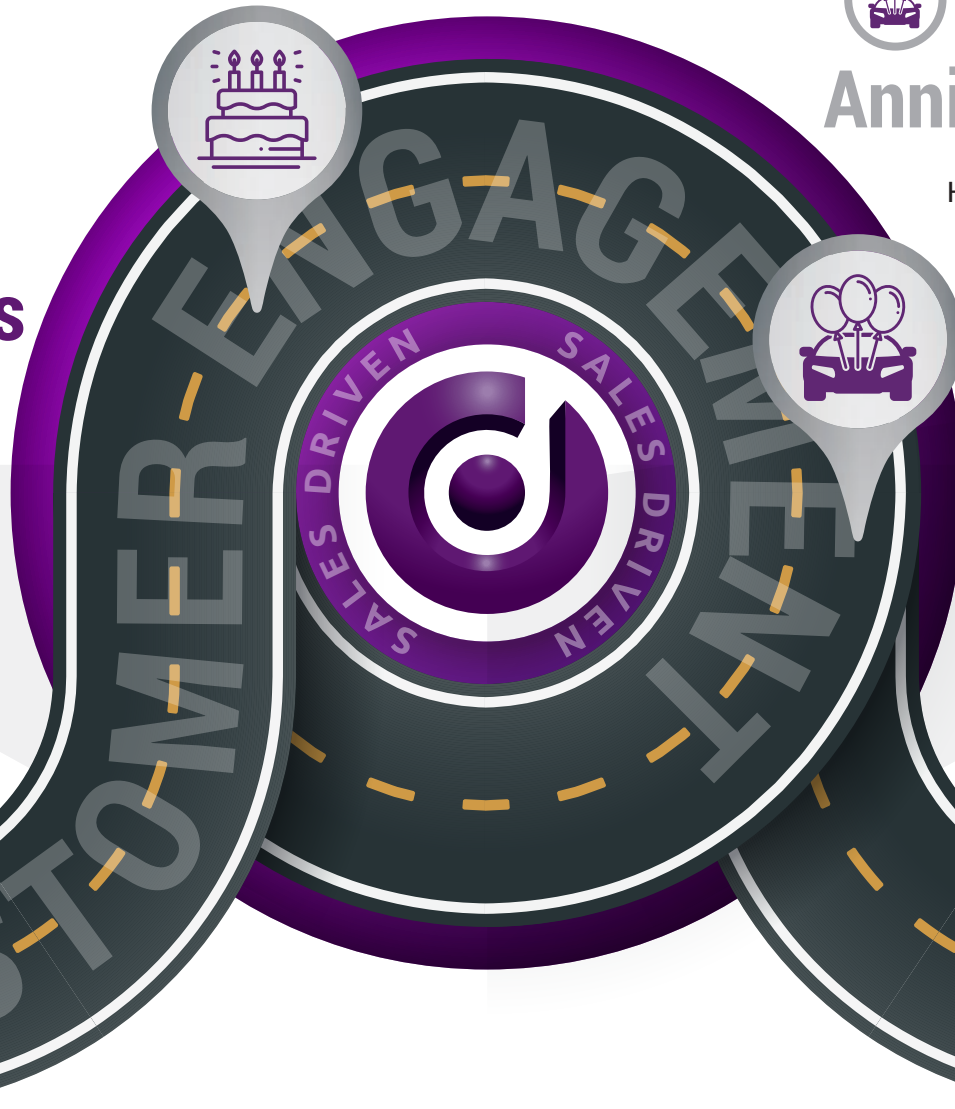
Vehicle Anniversary

Happy Anniversary Wishes. Drives Referrals. Triggered annually on customer vehicle purchase date.



Rewards

Offers customers the opportunity to sign up for the dealership's rewards program.



Digital



Direct Mail



Social



Email



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Third Party Service

Engage your customers after they engage your competition.

A total of 46,685 National Aftermarket Service Facilities are tracked daily. DOC's Third Party Data uses custom polygon plotting that ensures only the third party facility and its parking environment is collecting relevant data. These can be as small as 3'x3'.



5,295 Locations



5,106 Locations



590 Locations



1,726 Locations



Auto Service Centres

495 Locations



1,899 Locations



4,356 Locations



4,884 Locations



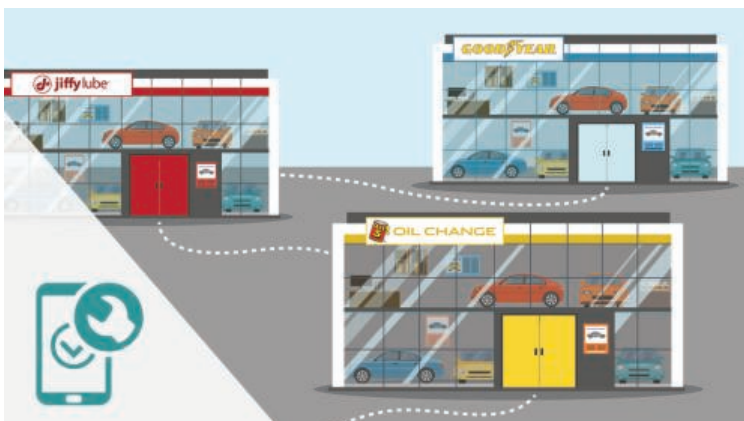
5,017 Locations

...and more!



INTRODUCING OUR **GAME CHANGER**

Third Party Service



Conquest aftermarket facility customers within a desired radius from your location. Communications are triggered based on industry standard parts and service algorithms.

Transactional Engagement



Time Scheduled Maintenance

First service reminder after the sale and when due for their next oil change. Based on timing, mileage habits and OEM recommendations.



Declined Repairs

Drives back customers who declined recommended services. Triggered by OP Code typically one week after visit.



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Customer Recovery



Customer Recovery

6 Notifications

Contacts customers in your DMS without activity in the last 18 months, up to six intervals to contact customers who missed scheduled maintenance. Intervals are typically separated by 60 days.

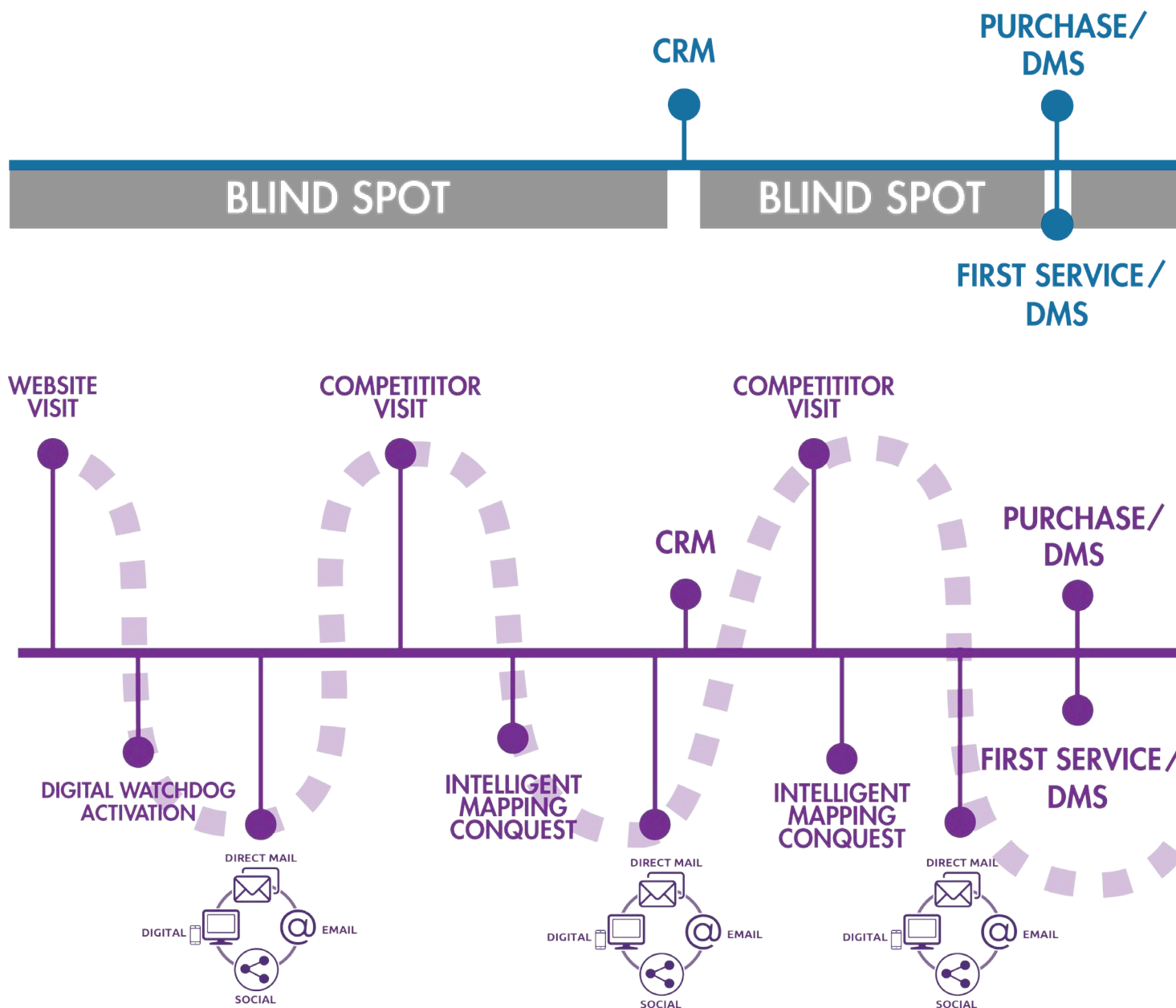


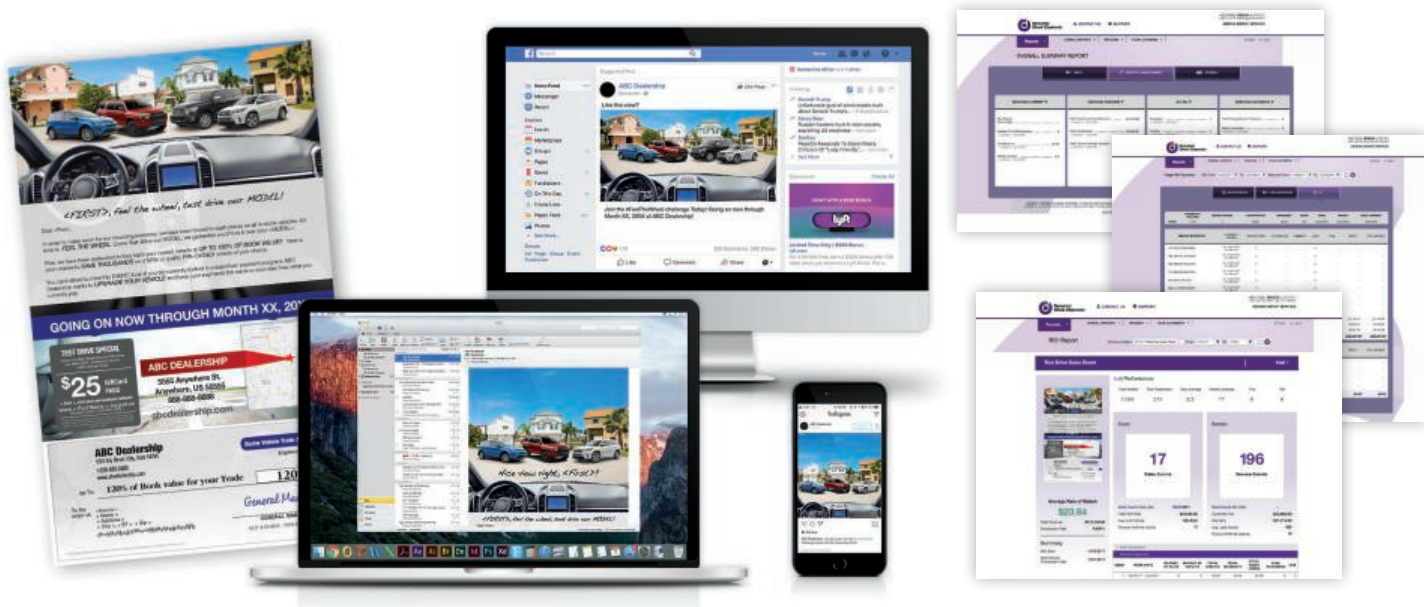
Our products come packaged based on best performers or are available a la carte tailored around your actual needs. **No limits: large or small, direct or digital, mobile or in-store.**

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THEM vs DOCTM

Keep missed opportunities on your radar.





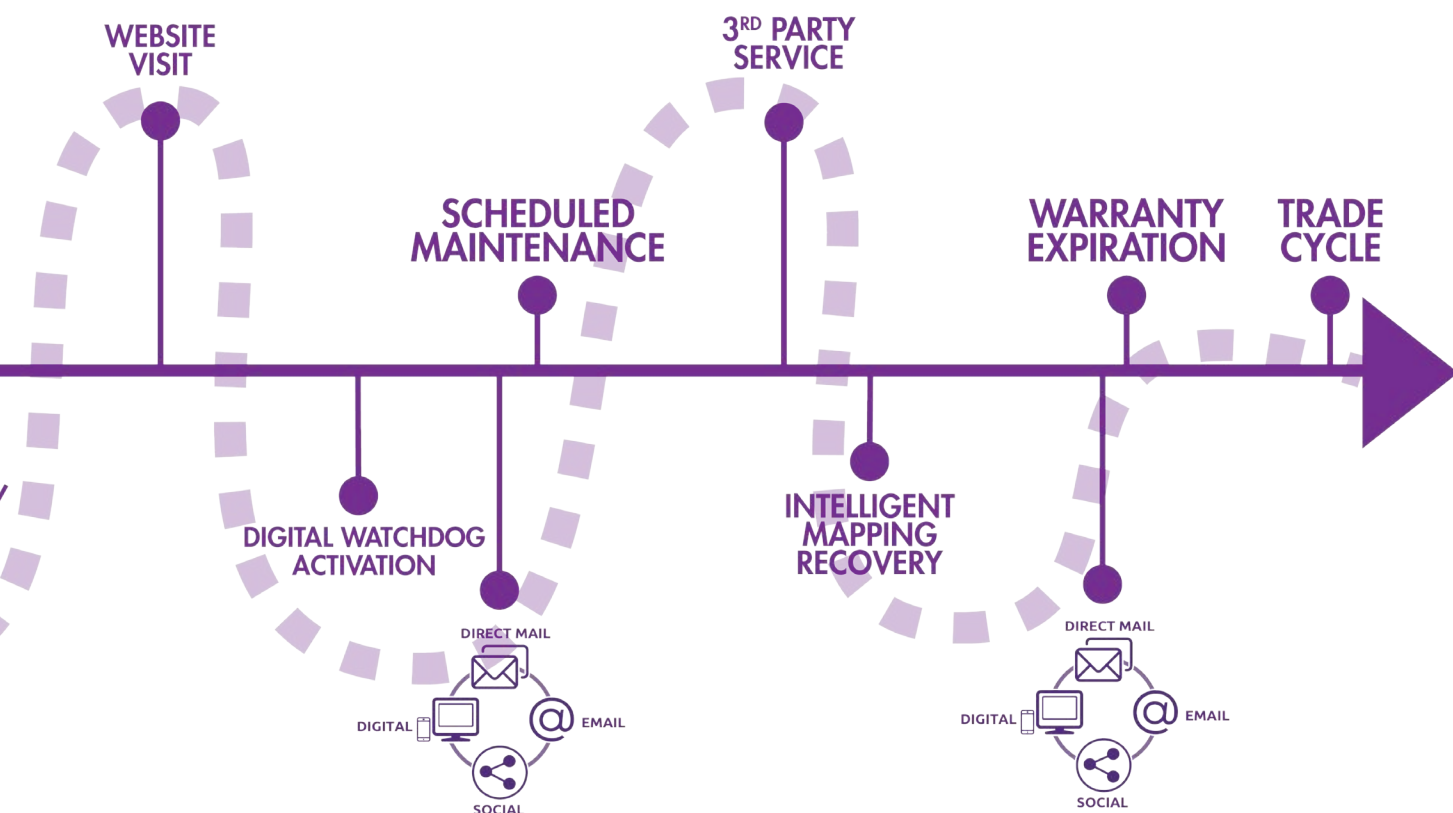
SCHEDULED
MAINTENANCE

WARRANTY
EXPIRATION

TRADE
CYCLE

BLIND SPOT

BLIND SPOT



Difference Between Multi-Channel & Omni Channel

So what exactly is the difference between multi-channel and omni channel marketing? Multi-channel marketing often just means selling the same product through various channels, each with a different message. Omni channel marketing is much more than that; it is about creating a truly unified brand experience, regardless of channel. For instance, a brand's mobile app, website, social channels, and even in-store experience are all reflective of one another.

Regardless of whether a customer comes into a brick-and-mortar store, shops via a website, uses a mobile app, or browses social media channels (and sometimes all at the same time), **they want the experience to be smooth and consistent, regardless of the channel.**

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