

## Optimize your website for lead generation!



Our newest offering, **Conversion Driver™**, is a fully integrated solution-set engineered to help FCA dealers accomplish one objective- **Increase internet sales.**

By appealing to today's internet-savvy shoppers' desire for convenience, transparency and instant gratification, Conversion Driver™ **generated a 79% internet sales increase** in FCA Digital's proof of concept study!

**Add these to your website and *instantly* generate more quality leads than ever before!**



**Key Feature:** Gives visitors the ability to receive personalized accurate price quotes on any vehicle in inventory within seconds of providing accurate contact information.  
**Key Benefit:** Engages low-funnel online buyers in the sales process 24x7x365.



**Key Feature:** Gives visitors the ability to generate accurate custom lease quotes within seconds of providing accurate contact information.  
**Key Benefit:** On average, 30%+ of new vehicle transactions are retail leases. This tool engages this important segment in a sales cycle 24x7x365.



**Key Feature:** Buyers who provide accurate contact information can submit an offer on any pre-owned vehicle in your inventory and learn if it's accepted instantly!  
**Key Benefit:** Engages ready-to-buy used vehicle prospects in an interactive sales process 24x7x365.



**Key Feature:** Utilizes captive finance source's standard rates by tier, and customer-provided information to instantly generate accurate finance payments on any vehicle in inventory.  
**Key Benefit:** Engages payment buyers in an interactive process optimized for conversion.

Today's Featured Special Offer Buy

SAVE UP TO  
**\$8,936.00**

DETAILS

Automatically selects a unit in stock, on a rotating daily basis (based on days in inventory), from each model line and applies dealer-defined pricing rules and current FCA incentives to generate the special prices.

Today's Featured Finance Offer Finance

**\$244.53/Per M.**  
2017 Jeep Patriot Sport Sport 4dr SUV #174030

DETAILS

Automatically calculates finance payments on 100% of your new vehicle inventory then selects and features the unit which has the most attractive offer for each model line. Also provides the ability to shop by payment.

Today's Featured Lease Offer Lease

**\$191.55/Per M.**  
2017 Jeep Compass Latitude 4x4 Latitude 4dr SUV #174030

DETAILS

Automatically calculates lease payments on 100% of your new vehicle inventory then selects and features the unit which has the most attractive offer for each model line. Also provides the ability to shop by payment.

For additional details on these and the other results-producing tools *included* in FCA Digital's Conversion Driver program

VISIT: [automark.solutions/programs/fca/](http://automark.solutions/programs/fca/)

OR

CALL: 888-331-2112 Extension 1



SPECIAL PRICING

PARTS STATEMENT BILLING

EASY TO ENROLL

EASY TO IMPLEMENT

EASY TO MAINTAIN

PRODUCES RESULTS

