



BIG DATA, BIG RESULTS.





The biggest challenge facing the automotive industry today is change—change in demographics, change in demand, change in competition, and even change in the sales force.

For the first time, dealers and manufacturers can accurately predict what their clients want, and reduce the uncertainty and volatility of forecasting and sales planning.

automotiveMastermind® mines years of customer, service and market data to reveal customers who are ready to buy, the reasons those customers are ready to buy, and the exact offers and incentives that are likely to drive sales.

Our innovative combination of Big Data analytics, behavior prediction and cutting-edge marketing solutions are designed to increase retention and enhance the all-around customer experience.

As this overview will show, **automotiveMastermind**® allows dealers and manufacturers to customize the dealer's message to fit the customer's needs and prepares salespeople to have brand-commensurate, intelligent conversations every time they interact with customers.

Let us demonstrate how Big Data can help to generate more sales, grow your business and increase customer satisfaction.

We look forward to working with you.

Sincerely,

Marco Schnabl & Johannes Gnauck

Founders

automotiveMastermind® Inc.

ABOUT THE COMPANY

automotiveMastermind® was founded on the idea that there are patterns in people's behavior, and that the right logic can be used to predict future outcomes. Working with a respected team of IT professionals with a track record of successfully leveraging Big Data behavioral analytics; automotiveMastermind® set out to revolutionize the way automotive dealerships and manufacturers find, engage and win customers.

The company's proprietary software-as-a-service helps dealerships and sales teams better understand and predict exactly which customers are ready to buy, the reasons why, and the key offers and incentives most likely to close the sale. Its micromarketing engine then delivers the right message at the right time to those customers, ensuring higher conversion rates and a stronger ROI.

automotiveMastermind®'s core team consists of high-volume sales experts

and executives with an intimate understanding of the complicated automotive sales process and the unique pain points of dealerships and sales teams. Passionate marketing, financial and technical professionals bring a number of core competencies to the team, including extensive experience building and using CRM systems, executing direct multi-channel marketing campaigns, managing dealership and vendor relations, sales training, and more. Collectively, their hard work and ambition has helped automotiveMastermind® grow by leaps and bounds in a short time and position the company as a major innovator in the industry.

automotiveMastermind® is based in New York City and San Francisco.

HOW TO SELL MORE CARS MORE CONSISTENTLY



Selling cars is more complex than helping customers compare monthly payments. As such, it's also more unpredictable — or is it?

We give dealerships the ability to **predict** and then **close** more sales.

HOW? WITH BEHAVIOR ANALYTICS.

automotiveMastermind® is a cutting-edge behavior prediction technology that provides a clear, structured overview of each customer, what he or she is most likely to buy, and why.

WHY WILL A CUSTOMER BUY TODAY?

Our patented algorithm crunches over 1,000 data points to create a **Behavior Prediction Score®**. This ranking shows you who is ready to buy now and highlights the key sales drivers for each customer.

OUR ANALYTICS
HAVE HELPED DEALERS
BOOST SALES BY

30%
OR MORE

DEALERS USING AUTOMOTIVE MASTERMIND GREW

8x

FASTER THAN THEIR
PEERS IN 2015

BETTER FOCUS YOUR SALES & MARKETING EFFORTS

automotiveMastermind® provides tools to identify and close more sales opportunities.

What We Do

1 PREDICTIVE ANALYTICS

Analyze all of your data to predict which customers in your sales and service database are most likely to buy today.

2 BEHAVIOR ANALYSIS

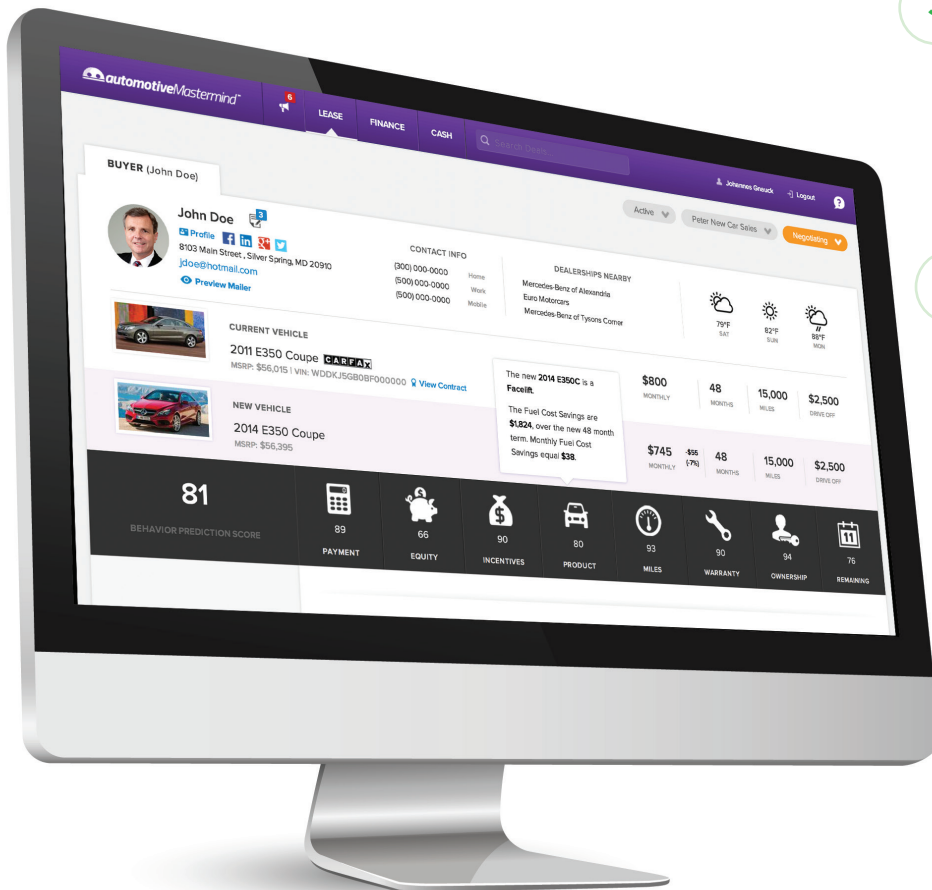
Foster intelligent conversations between your staff and customers by highlighting all of the key sales drivers likely to impact a decision. **automotiveMastermind®** even analyzes customers' social media activity to find purchase influencers.

3 PREDICTIVE RANKING

Using our **Behavior Prediction Score®**, you can quickly rank all sales and service customers based on likely-to-purchase behavior and better focus your efforts.

4 DIRECT MARKETING WIZARD

Our unique micromarketing technology is built around customers' key sales triggers and has been shown to wildly outperform traditional direct- and email-marketing methods.



HOW IT WORKS



NEW SALE
IS MADE



6



Enables you to
COMMUNICATE KEY
offers and incentives most
likely to impact a decision
and close the sale.

5



ANALYZES ALL OF YOUR DATA

to predict which customers in your
sales and service database are most
likely to buy today.

1



BPS

Our patented algorithm
crunches over 1,000
data points to create a
**BEHAVIOR
PREDICTION SCORE®.**

2



The predictive ranking
shows you **WHO IS
READY TO BUY NOW.**

3



HIGHLIGHTS KEY SALES

drivers for each customer.

4

HOW IT WORKS

THE BENEFITS OF BIG DATA



INCREASE YOUR SALES AND RETENTION

Mine years of customer, service, and market data to reveal who is ready to buy, why, and the exact offer and incentive that is likely to drive a sale.



WIN NEW CONQUEST SALES

Instantly predict purchase behavior for clients that did not buy from you, and follow these leads through their purchase cycle.



IMPROVE CUSTOMER SATISFACTIONS & REFERRALS

Build and enhance long-term customer relationships with effective communications, targeted offers and excellent service.



BETTER ALLOCATE YOUR MARKETING BUDGET

Generate unique offers, perfectly timed touches and cutting-edge marketing tactics. You'll see higher conversions and lower costs-per-sale with your first deployment.



EMPOWER YOUR SALES FORCE

Boost closing ratios when you give your team specifics about the sales drivers and incentives likely to motivate a purchase.



INCREASE SERVICE REVENUE

Fill your service bays using timely customer communications and offering support based on a car's maintenance schedule and risk factors.



SUPPORT PLANNING EFFORTS

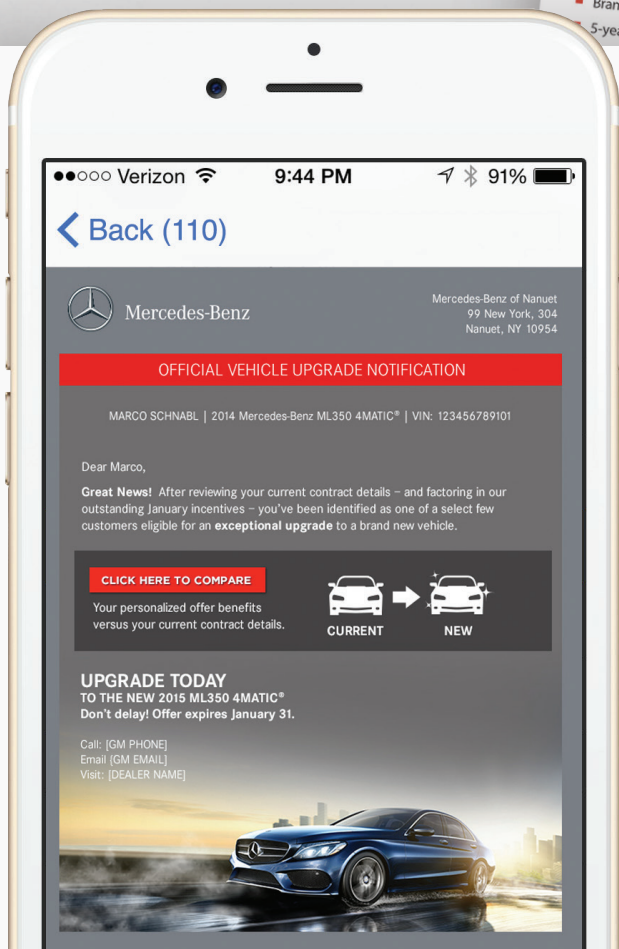
Increase the accuracy of your forecasting and volume-planning efforts with data-driven analytics.

SAMPLE CAMPAIGNS

PREDICTIVE MICROMARKETING

Automatically highlight the key benefits of various opportunities that best suit the individual customer. Campaigns are crafted with a highly personalized approach, giving each customer the feeling of a custom produced piece.

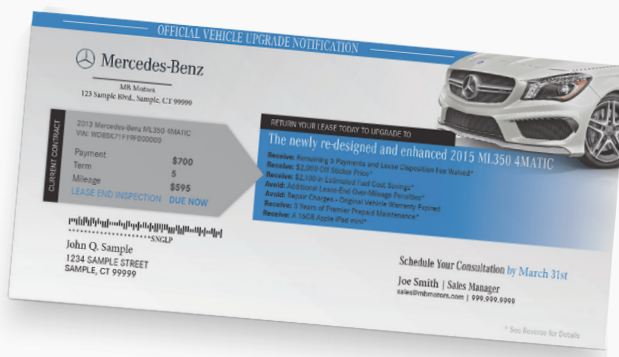
Each campaign automatically adjusts based on which motivators are likely to prompt action by the reader.



TURN-KEY SOLUTIONS

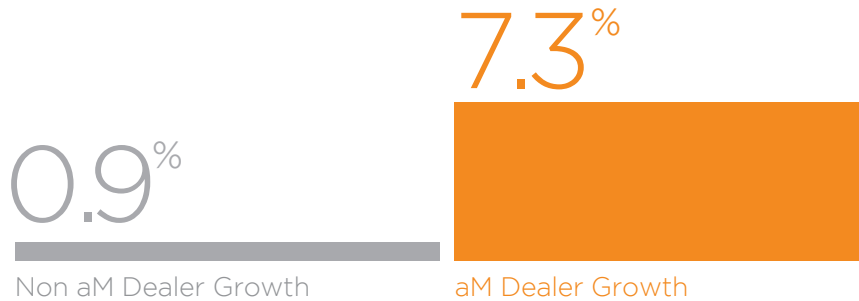
A variable based campaign that touches likely-to-buy customers with both email and direct mail pieces. Each unique campaign features customer-specific touch points such as qualified fleet incentives or opportunities to avoid lease end over mileage penalties.

Campaigns clearly present customers with a breakdown of the differences between their current vehicle and a new vehicle opportunity, driving immediate responses.

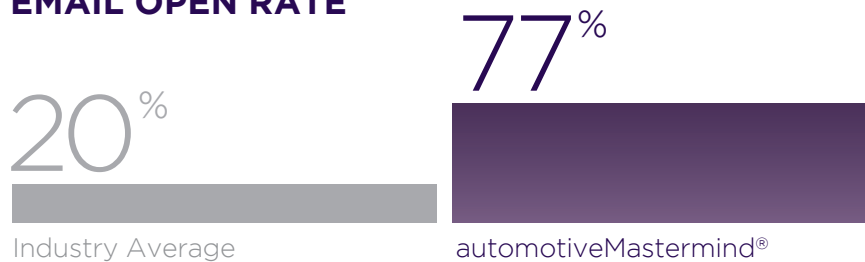


DRIVING RESULTS

2015 YEAR OVER YEAR SALES INCREASE



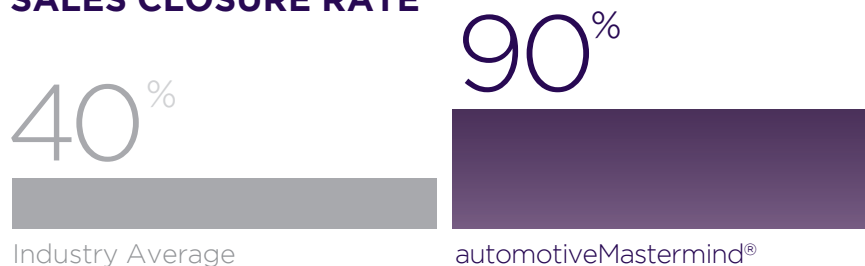
EMAIL OPEN RATE



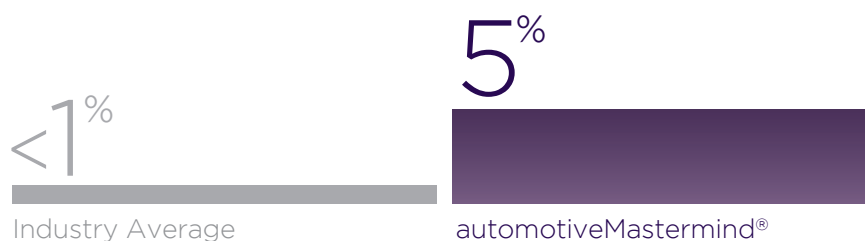
EMAIL CLICK THROUGH RATE



SALES CLOSURE RATE



DIRECT MAIL CONVERSION RATE



OFF-LEASE DISPOSITION RANKING

Out of the Top 13 dealers 10 are aM users.



SAMPLE automotiveMastermind® PREDICTIVE MICRO-MARKETING CAMPAIGN*

Deployment: 1
Measurement Period: 14 days
Mailers: 750
Emails: 600

Campaign Cost: \$1,498
Total Units Sold: 34
Buy Rate (Units/Mailers): 5.1%

Cost per Unit Sold: \$44.06
Average Profit per Unit: \$4,500
Total Campaign Income: \$153,000
ROI: \$151,502

Respondent Closing Ratio: 74% (APPROX)

Total New Car Business: 29% (APPROX)

* Sample results from a Mercedes-Benz Dealer in the Northeast Region

YOUR BEST PROSPECTS ARE ALREADY IN YOUR DEALERSHIP!



automotiveMastermind®

automotiveMastermind® (aM) has revolutionized the way dealerships find, engage and win sales and service customers:

- Understand & predict which customers are ready to buy and why
- Generate key offers & incentives likely to close the sale
- Drive more sales & increase customer satisfaction



**INSTANTLY TURN
SERVICE CUSTOMERS
INTO SALES
OPPORTUNITIES**

MYDEALERLOT™

MyDealerLot (MDL) is the retail auto industry's leader in Automated Guest Recognition and Vehicle Tracking using RFID:

- Instant customer ID upon arrival
- Real-time presentation of customer info
- Personalized interactions & improved service operations

HERE'S HOW IT WORKS



Customer enters service drive



Vehicle instantly identified



Customer's likelihood to purchase is predicted and ranked



eMail goes to sales consultant with behavior analytics



Sales consultant communicates relevant selling points to customer



**NEW SALE
IS MADE**

We finished up **65% over April** last year. Thank you to you and your team!

Of the 11 new cars we sold today, 5 were **definitely attributable to automotiveMastermind®** and perhaps even more.

I am convinced that these customers would have never even been contacted, never mind sold, had we not enlisted the services of automotiveMastermind®. In fact, the customers themselves told me that **they never considered getting out of their car until they received the mailer.**

We had the best May ever! 100+ Pre-Owned, 200+ New, including 67 automotiveMastermind® Deals!

We sold 34 clients out of the 750 that received the mailer, and 18 clients included a maintenance plan.





CONTACT US

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DON'T TAKE OUR WORD FOR IT, ASK OUR CLIENTS.

**A COMPREHENSIVE LIST OF DEALERS IN YOUR
REGION ARE AVAILABLE UPON REQUEST.**