



# Reasons you should learn more about Automark Solutions' award-winning Conversion Driver Suite<sup>®</sup>



## REASON # 1



**You want to sell more than your “fair share” of new & used vehicles, parts & service and...**

**You realize that can't be accomplished without gaining a competitive advantage.**

Automark's **Conversion Driver Suite** provides a **sustainable competitive advantage** by exponentially increasing the quantity and quality of opportunities generated from your primary customer-facing marketing asset— your current website.

[SEE HOW CONVERSION DRIVER HELPED A DEALER INCREASE INTERNET SALES BY 155% HERE](#)



## REASON # 2



**85% of your sales & service opportunities originate via the internet.**

**Every day 5 - 10 times more people in the market for your products & services visit your website than walk or call into your sales showroom.**

Automark's **Conversion Driver Suite** was developed specifically to help auto **dealers monetize more of their existing website traffic** than ever before.

*“On average, we generate 100 more sales leads per month than we did before installing Automark's Conversion Driver on our website. Plus their leads have the highest close rates of any of our other converters or 3<sup>rd</sup> party lead sources”*

Matthew Westcott, GSM- Fairfax Hyundai

**Learn more about our results-producing Conversion Driver Suite. Visit— [automarksolutions.com](http://automarksolutions.com) or call 888-331-2112**



## REASON # 3

### Your website is identical to other in-brand competitors’.

**We may be generalizing a bit and perhaps the cookie cutter illustration is a bit harsh but it’s not much of an exaggeration.**

As a franchised new vehicle dealer, chances are the first interaction with a potential buyer or service customer involves a closely monitored and controlled, manufacturer-mandated website. While these templates have done much to ensure the desired consistency with the manufacturer’s brand image and marketing message, as well as the user experience, but they’ve made it difficult to differentiate your dealership from other in-brand competitors.

Automark’s **Conversion Driver plug-ins and frame-ins** provide the interactive content and functionality today’s internet-savvy consumers demand to **set your website apart from the competition.**

#### CONVERSION DRIVER IS EASILY ADDED TO ANY WEBSITE

- ⇒ [VIEW A COBALT WEBSITE WITH CONVERSION DRIVER](#)
- ⇒ [VIEW A CLICKMOTIVE WEBSITE WITH CONVERSION DRIVER](#)
- ⇒ [VIEW A DEALER.COM WEBSITE WITH CONVERSION DRIVER](#)

For details on how award-winning Conversion Driver can provide you with a competitive advantage **contact our sales team today**  
888-331-2112  
[sales@automarksolutions.com](mailto:sales@automarksolutions.com)



## REASON # 4

### 80% or more of your website visitors are not engaging with your sales team.

**Research shows that the average dealer converts 1.5% - 3% of their website visitors into email leads and an additional 10% - 15% into phone calls.**

Automark’s **Conversion Driver Suite** has been proven to consistently and **instantly increase the lead volume** from existing dealership websites by **35%-50% or more**

*“Prior to installing your converters on our website, we really struggled with capturing prospective customers coming to our site. We spent a lot of money trying to get them there, but they would just leave without providing their contact information. Now those same customers convert into leads because your tools are so different relative to what the customer sees and experiences on other sites. Thanks for making us better!”*

John Osborne, General Manager, Courtesy Acura



## REASON # 5

# The best quality internet leads are generated directly from your website

On average, dealers' close rates on self-generated leads are 2 - 3 times higher than from other sources.

**Conversion Driver Suite** generates incremental leads from your existing website with industry-leading close rates. In short, "CDS" **increases the quantity of leads without compromising on quality.**

*"If all of my website tools and converters generated even close to the ROI your converters do, I'd be a very rich man"*

Kris MacDonald,  
Internet Sales Director, Murdock Automotive

For details on how award-winning Conversion Driver can improve your current website's R.O.I.

**contact our sales team today**

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## REASON # 6

# Your website is NOT optimized for lead generation.

Most dealership websites are search-engine optimized but primarily, if not exclusively, dependent on inventory for lead generation.

**Conversion Driver Suite** offers multiple engagement options that appeal to shoppers at all different stages of the purchase funnel. These innovative converters **generate incremental lead volume with industry-leading close rates from your existing website's previously lost traffic.**

*"Within the first 45 days we increased our website leads by 137%. We've also been very impressed by the customer service. I highly recommend Automark to any dealership ready to take their lead conversion to the next level."*

Carolina Shirley,  
Group 1 Automotive

For details on how award-winning Conversion Driver can optimize your current website for conversions

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## REASON # 7

20% of all the new vehicles sold this year will be retail leases, but...

Your website doesn't provide easy access to the content and functionality this significant market segment requires.

**Conversion Driver Suite** provides a **unique competitive advantage** by prominently featuring two **lead engines specifically designed to engage leasing prospects** and convert them into customers in very short time frames.

### GENERATE MORE LEASE LEADS THAN EVER BEFORE!

- ⇒ [VIEW CDS' AUTOMATED LEASE SPECIALS APPLICATION](#)
- ⇒ [VIEW CDS' AUTOMATED INSTANT LEASE QUOTE APPLICATION](#)

For details on how award-winning Conversion Driver will generate more lease leads than ever before **contact our sales team today**  
**888-331-2112**  
[sales@automarksolutions.com](mailto:sales@automarksolutions.com)



## REASON # 8

25% of all the vehicle purchases this year will be made by Generation Y, but...

Your website doesn't provide these internet-savvy shoppers with the functionality they demand & expect.

**Conversion Driver Suite** provides the "internet generation" with easy access to the information they expect and the transparency they demand 24 X 7 X 365. The results are industry-leading conversion and close rates in the fastest growing segment of the automotive retail market.

### CONVERT MORE GEN-Y SHOPPERS THAN EVER BEFORE!

- ⇒ [VIEW CDS' AUTOMATED DAILY SPECIALS APPLICATION](#)
- ⇒ [VIEW CDS' AUTOMATED INSTANT PRICE QUOTE APPLICATION](#)

For details on how award-winning Conversion Driver will generate more Gen-Y leads than ever before **contact our sales team today**  
**888-331-2112**  
[sales@automarksolutions.com](mailto:sales@automarksolutions.com)



## REASON # 9

**Yesterday's sales tactics don't work on today's online shoppers.**

**If internet sales are not at least 30% of your dealership's total sales, chances are you're still doing things the way you've always done them, expecting a different result.**

**Conversion Driver Suite** was developed as a result of extensive research conducted to determine why the overwhelming majority of shoppers who visit dealership websites don't submit online inquiries. By systematically removing the identified barriers to engagement through innovative technology, developed around the online shoppers' needs and wants, Automark Solutions consistently delivers **quantifiable improvement in online sales** performance for its dealer customers.

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For details on how award-winning Conversion Driver can increase *your* internet sales  
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## REASON # 10

**You can't accomplish reason #1 without effectively addressing reasons #2 - #9.**

**For details on how award-winning Conversion Driver Suite® will cost-effectively and quantifiably improve your online sales performance please contact our sales team at 888-331-2112 or visit [automarksolutions.com](http://automarksolutions.com)**