

Starting soon!

# protomiq

## The Human Side of Digital Retail

How Better Customer Information  
Leads to Better Conversations





# Reminder

We're recording this webinar today and will be publishing it online.

# Speaking Today



**Kip Wallace**

**Director Business  
Development  
Autos By Nelson**



**Amanda Abarno**

**VP of Marketing  
Protomiq**



**Amanda Shaw**

**Regional Sales Manager  
Protomiq**

# The Human Side of Digital Retail

Turning more traffic into opportunities



# Autos By Nelson

**AUTOSBYNELSON.COM**



TOYOTA



GMC



KIA



NELSON  
OF MOUNT AIRY

NELSON  
COLLISION CENTER

24 HOUR  
TOWING

RENTAL  
CARS



# Turn More Traffic Into Opportunities



01

## Arrival

Landing onto your site



02

## Engagement

Using website conversion tools and bouncing around the site



03

## Sales Opp

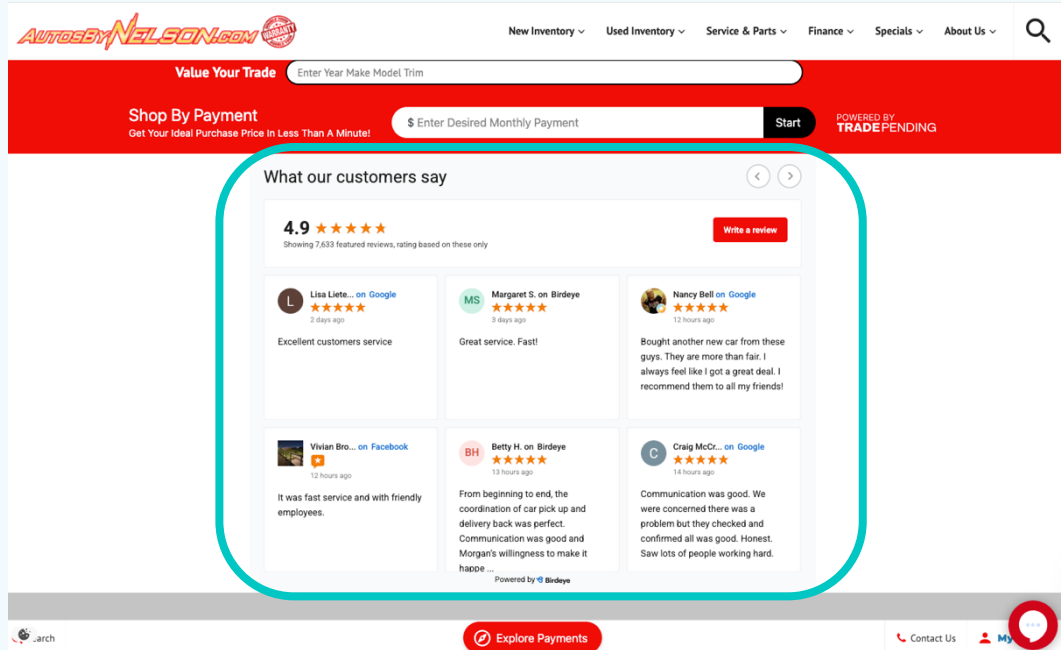
But there's no finish line

# Traffic isn't the only goal

Many dealers focus on generating traffic  
*Kip focuses on continuous improvements on what happens after the traffic arrives*

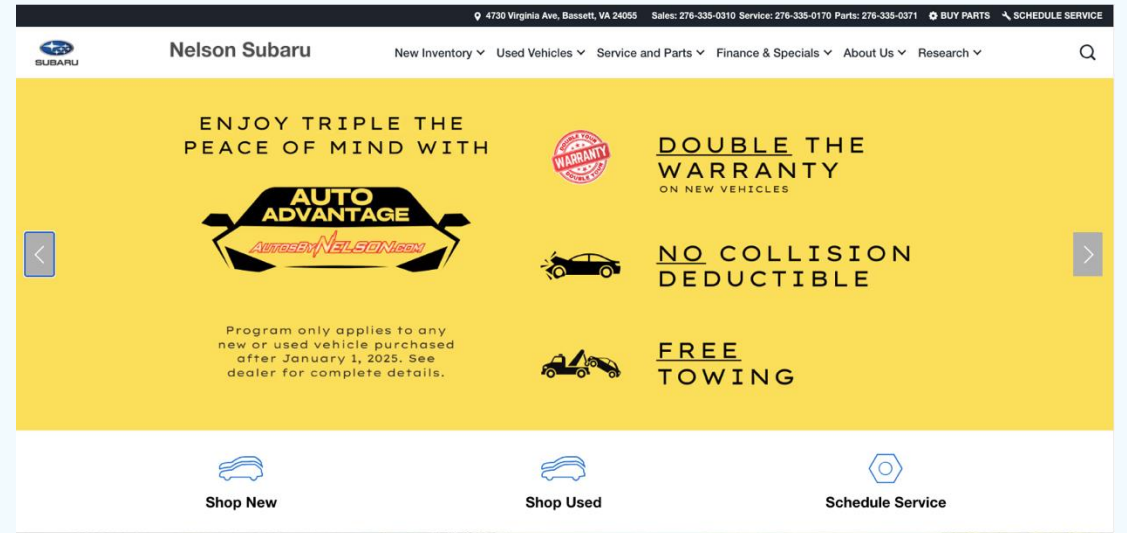


# Some easy human touches



Social proof very close to buying CTAs

Consistent reassuring messaging across all stores



# The Human Side of Digital Retail





Human Experience



Tech automations

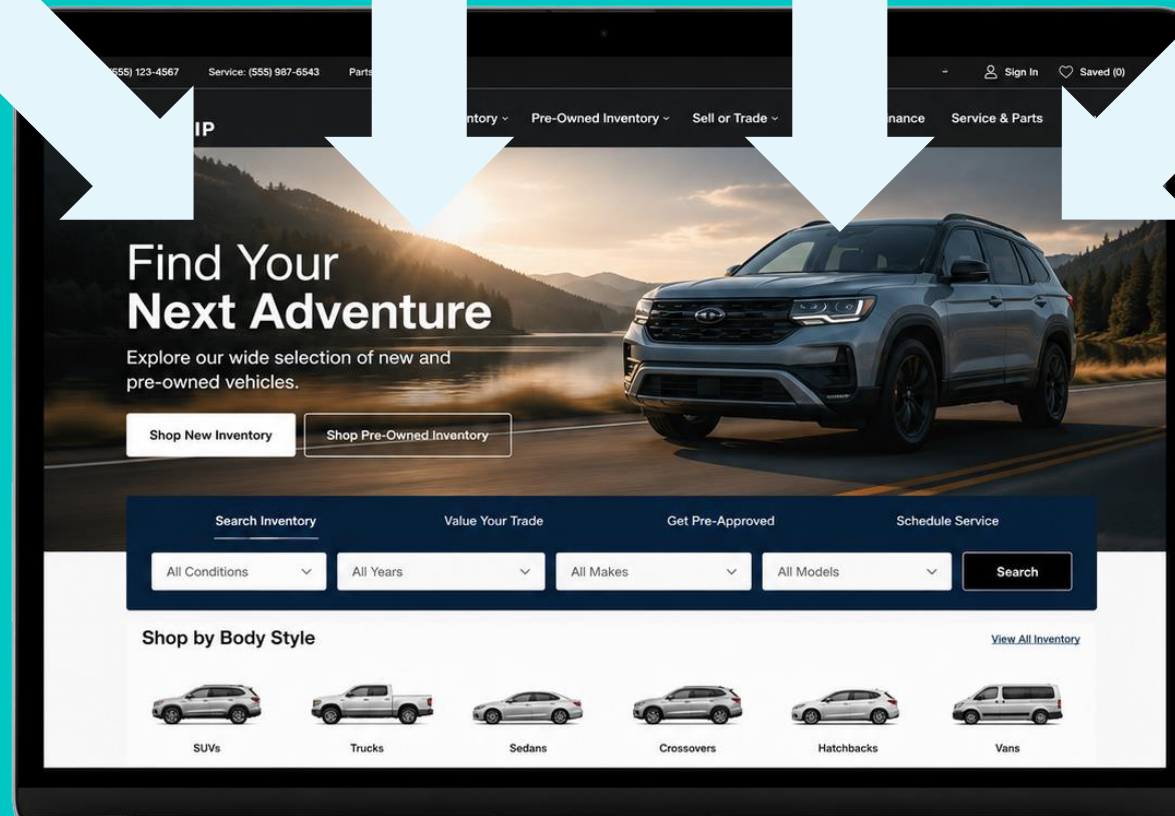
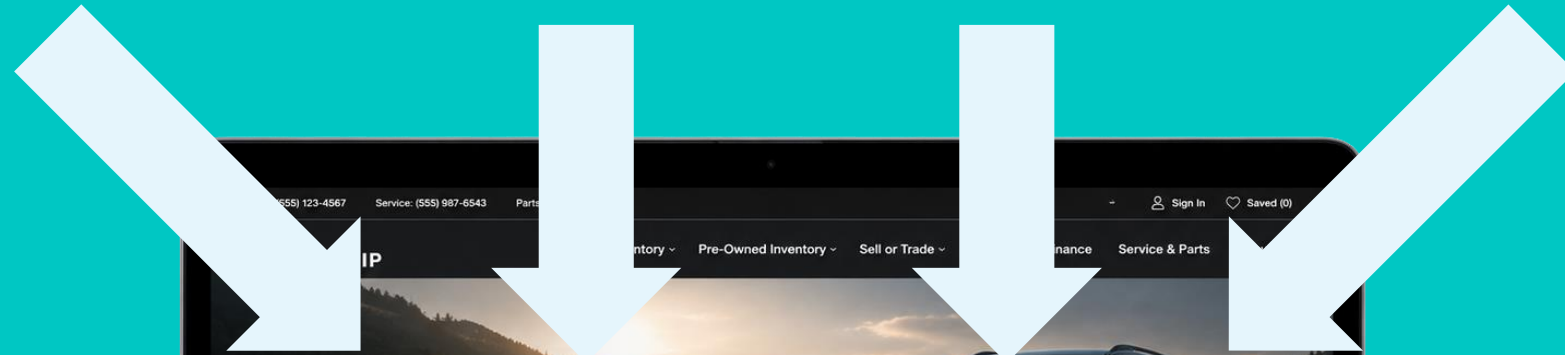
# Why conversion is getting harder

Google Changes

Consumer Behavior

Mobile Usage

Privacy Changes



**EVERY VENDOR  
PROMISES  
MORE LEADS**

# Not all leads deserve identical treatment

So how do you prioritize who gets attention first?

# Budget is only part of the story

You need context around the budget, the micro components within that budget.



# Not every shopper is equal



## Visitor A

- White trucks in tight payment range
- Valued a trade
- Calculated firm offer
- Calculated payment



## Visitor B

- Random vehicles with different prices
- No repeat VDP signals
- Submitted lead on ePrice CTA



Close to Buying

Still Shopping

# Three Lessons from Kip



Traffic always matters but  
it's not the only metric that  
matters



Human relationships still  
win. Apply the human  
touch.



More information creates  
better opportunities



Questions?

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**Thank you!**

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