

protomiq

**Turn More Traffic into
Opportunities**

With Carter Myers Automotive





Reminder

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

Speaking Today



Matt Brink

General Manager

**Carter Myers
Automotive**



Ryan Serro

BDC Director

**Carter Myers
Automotive**



Amanda Abarno

VP of Marketing

Protomiq



Amanda Shaw

Regional Sales Manager

Protomiq

Carter Myers Automotive



**Chrysler Dodge Jeep
Ram of Lynchburg**

MOVING LIVES FORWARD



Agenda

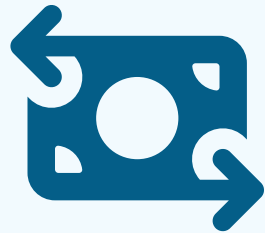


Better Shopper Experience Creates Better Opportunity

Protomiq products currently converting at CMA



trade



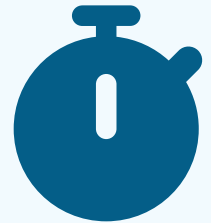
payments



autobio



service
offers



value
watch

Car buyers have changed



- Spend > 14 hours doing research
- Visit ~ 5 websites
- Visit 1.2 dealerships

Arrive at
Website

Browse
Inventory

Trade Value

Payment
Explore

Dealer
Contact

What Dealers Used to Know

The Old Lead

- Name
- Phone
- Email

The screenshot displays a comprehensive vehicle information dashboard. At the top, it highlights '6 Badges', '4 Warranties', '12 Awards', and '32 Avg MPG'. A central 'Awards' section lists several accolades from 2019, including '10 Best Interiors' and 'Most Fuel Efficient'. To the right, a 'Warranties' table lists details for Corrosion Perforation, New Car Basic Warranty, 24 Hour Roadside Assistance, and Powertrain. Below this, 'Safety Ratings' are shown with star ratings for Overall, Frontal Crash, Side Crash, and Rollover. The 'Fuel Economy' section indicates a combined 32 MPG. A 'Market Mover' section shows 'Average Days on Lot: 18'. At the bottom, a 'CARFAX' section provides a checklist for 'No Accident or Damage Reported', '1-Owner', 'Personal Use', and 'Service History'. A 'View Detailed Records' button is prominently displayed in the center.

Protomiq Lead

- Name
- Phone
- Email
- Trade Report
- Payment Profile
- Badges on VOI
- # of Web Visits

Contact

What Matt's Team Knows Today

Context Changes Everything

CONTEXT ON THE CUSTOMER

Customer Details

Assigned To: No Assignee

Lead Source: Availability (Nov 17, 2024)

Trade Vehicle: No trade provided.

Vehicles of Interest:

- 2022 Honda Ridgeline Black Edition
 - \$35,000
 - 18,709 mi
 - Stock # 91P1402
 - 8:29 AM, Nov 17 2024

Next Steps

Next Steps: Add Trade Vehicle, Calculate Payment, Explore Payments, Schedule Test Drive

Shopping Trends

- Total Visits: 5
- Average Price: \$35k
- Average Mileage: 26k

Viewed Colors: 3 Black

Viewed Vehicle Types: 1 SUV, 2 Pickup

All Vehicle Views

Vehicle	Price	Mileage	VIN	Visits	First Visit	Most Recent Visit	Actions
2023 Honda Ridgeline Black Edition	\$38,000	4,302	5FPYK3F83PB055802	1	6 days ago	6 days ago	...
2022 Honda Ridgeline Black Edition	\$35,000	18,709	5FPYK3F81NB009785	3	17 days ago	6 days ago	...
2021 Honda Pilot Touring w/Rear Captain's Chairs	\$31,500	54,375	5FN9F6H61MB004496	1	6 days ago	6 days ago	...

Dealer Console

CONTEXT FOR THE CUSTOMER

POWERED BY protomiq

Sales SNAP Dealership

2024 10 Best Electric Cars

Highlights

- 3 Badges
- 2 Warranties
- 5 Awards
- 97 Avg MPG

CARFAX

- No Accident or Damage Reported
- N/A Number of Owners
- N/A Vehicle Use
- Service History

Video Brochure

Market Mover

Demand: 14 Days Average on Lot


Low Emissions

Meets All Qualifications

AutoBio

Not all leads deserve identical treatment

Price Shopper



Payment Certificate¹

Your buying power² based on information provided:

\$37,533 – \$39,533 *

*Estimated based on \$5,000 down, 72 months

[Edit down payment](#)

Financing Term³:

36 Months
48 Months
60 Months
72 Months
75 Months

84 Months

¹ Rates based on a New vehicle with 120% LTV and 772 credit score

Test Certificate Disclaimer

[Browse inventory that fits your budget based on the information you provided:](#)

[Reset](#)

Payment Certificate



Your monthly payment is:

\$320 – \$340 /month*

*Estimate based on \$20,000 financed, \$10,000 down, 84 months

[Edit Down Payment & Financing Terms](#)

Payment Shopper

Trade Shopper


Valid: May 09, 2025 POWERED BY protomiq

Sales SNAP Dealership Visit Our Website

2022 Subaru Outback Touring XT Crossover | AWD | H4 2.4L Turbo Gas

How is this calculated?
Protomiq, an independent data provider, estimated the value of your car to dealers based on listed vehicle prices. See calculations below

Supply
Like Vehicles in Market

 -47%

Local supply is down compared to 90 days ago

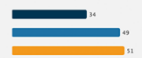
Trade Value
Value to a Dealer

\$23,228 to \$25,753

Vehicle Mileage: 35000 [Update](#)

[Sell Us Your Car! →](#)

Demand
Days to Sell in Market



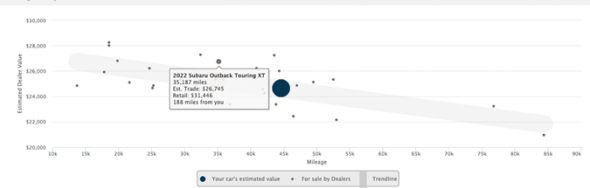
● Your Vehicle ● Average 2022

When You Trade, You Save!
Reduce Your Sales Tax By: \$773

[Learn more](#)

Comparable Vehicles
30 Like Vehicles for Sale or Recently Sold within 250 Miles of 27701

Like Vehicles for Sale
The orange dot is your vehicle. Hover over all dots to see estimated value.



Your Vehicle's Estimated Value
Numbers based on market and dealership estimates

List item deductions are based on market standards and this dealer's estimates:

List Price Range:	\$27,821 - \$30,424
Estimated Discount From List (3%)	\$897
Dealer Re-conditioning	\$1,029
Dealer CPO Fee	\$754
Depreciation	\$340
Dealer Advertising Cost ¹	\$316
Average Dealer Overhead ²	\$1,030


Fast Follow-Up Wins

Old Follow Up

- 10 calls
- 10 texts
- 10 emails

The New Follow Up – Personalized Video

2026 Ram 2500 Black Express




Price

\$67,022.00

- ★ N
- 🚐 Crew Cab
- ⚡ Straight 6 Cylinder Engine
- 🛢 Diesel Fuel
- 📏 12811
- 📋 3C63R5CL9TG164019
- 🏠 60 mi
- 🔑 Diamond Black Crystal Pearlcoat
- 🖌 Black

View Details



CONTACT RYAN

📞 Call Now

✉ Email

💬 Text

Take Your Next Step

Value Your Trade

Calculate Your Payment

Schedule a Test Drive



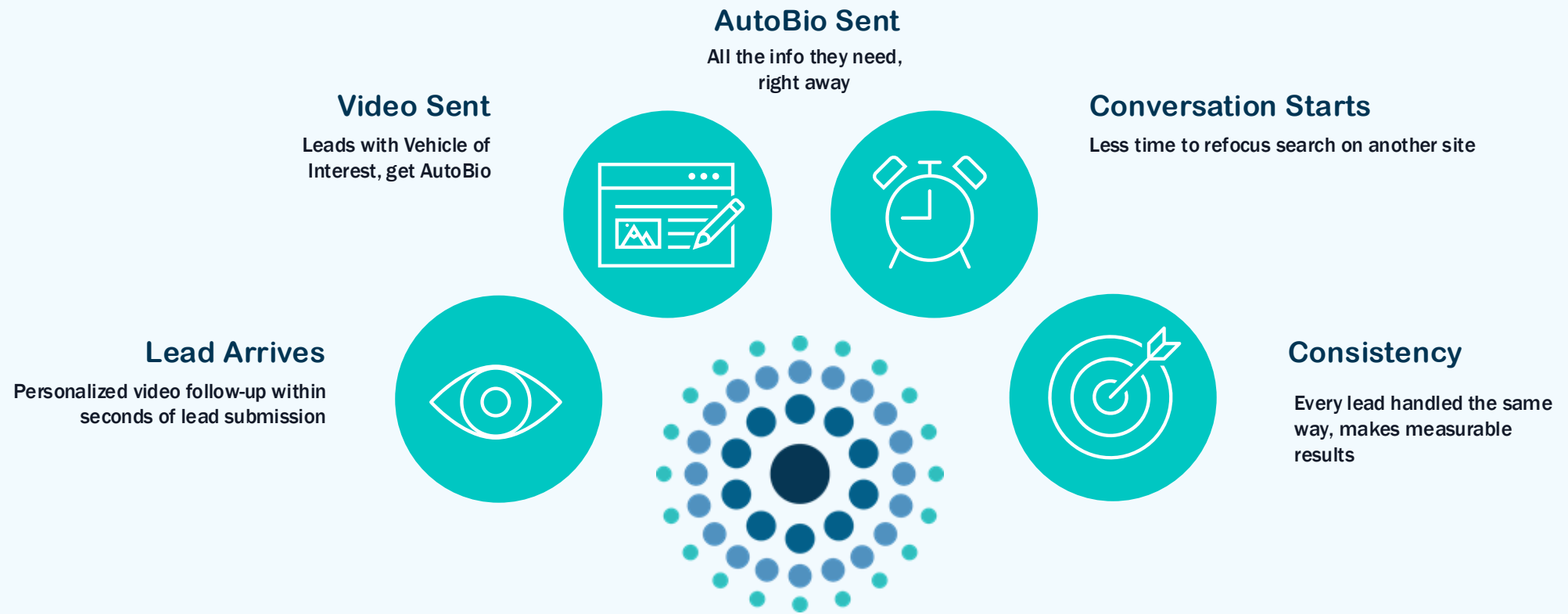
Creating Accountability

Better Process = Better Experience

Align Behavior to Metrics

- Sales person needs to:
 - Introduce themselves
 - Use customer's name
 - Have the vehicle of interest in the background

Why Personalization Became Mandatory





Making More of Web Traffic

Trade is everywhere



Homepage

Banner across the mid-page to catch the highly interested

Landing page

Page where campaigns should be led

SRP / VDP

CTAs while buyer is in the journey mindset

AutoBio Report

CTA included in the report



Service Drive

A trade market report is included in RO's for vehicles that are sought after



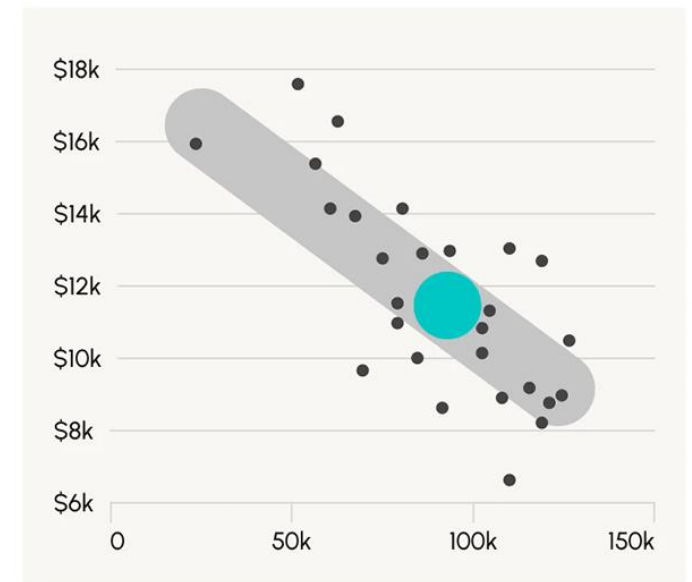
QR Codes

QR codes that link to landing pages around your service waiting area for low hanging leads

Comparable Vehicles

33 similar vehicles for sale or recently sold with 175 miles of 27510

The teal dot is your vehicle.
Hover to see estimated values



Payments changed the game

Budget

Shopping by payment or calculating their buying power easily grows conversions and accelerates deals

Vehicle Range

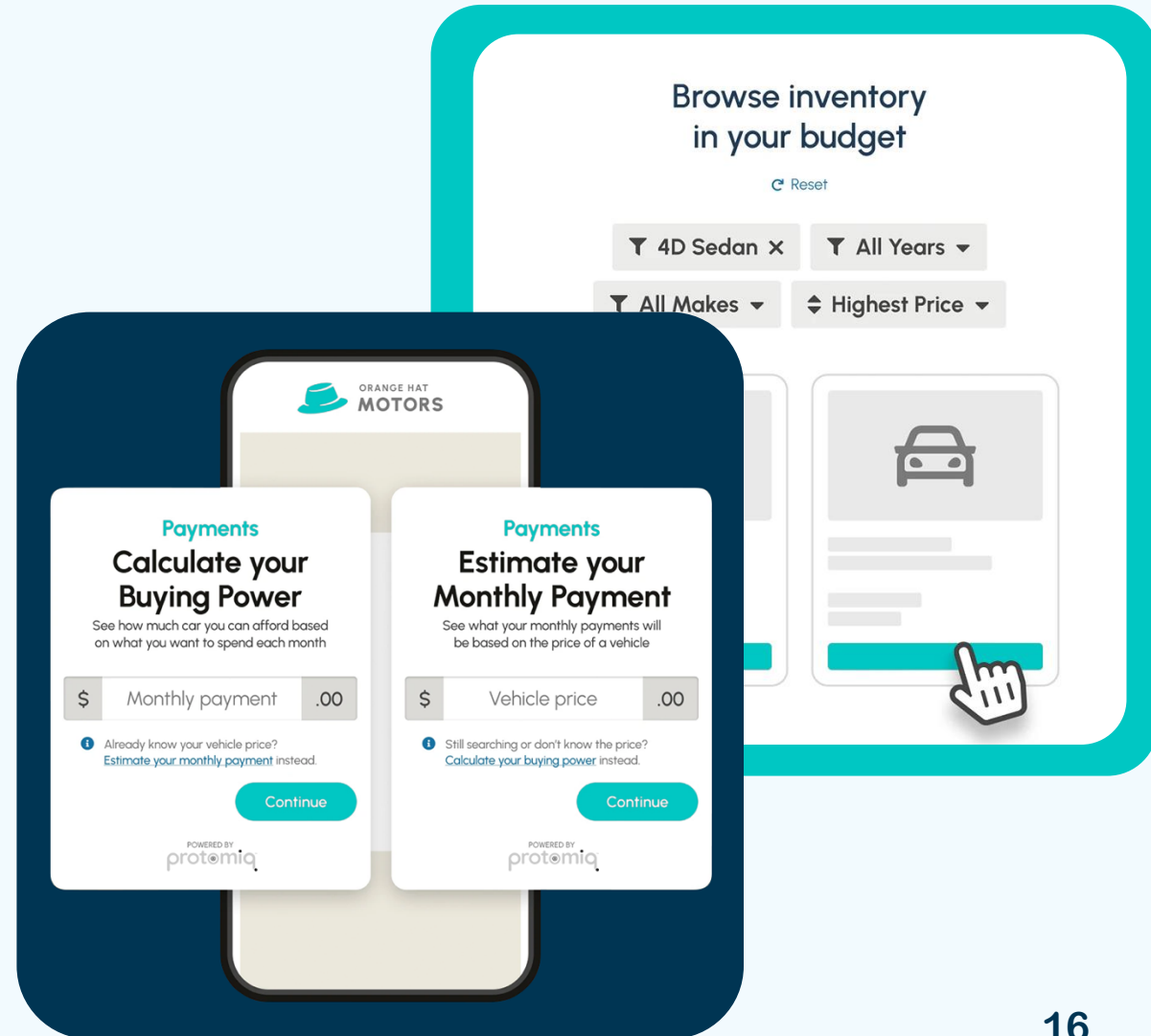
Seeing the cars within the budget allows more of your inventory to get viewed

Payment Goal

Very easy and configurable process for customers to reach their payment certificate establishing transparency and trust.

Shopping Behavior

See the average price of the vehicles they're viewing as all as the type, color, and mileage.



Value Watch Results



Subscribers

3000+ New Subscribers



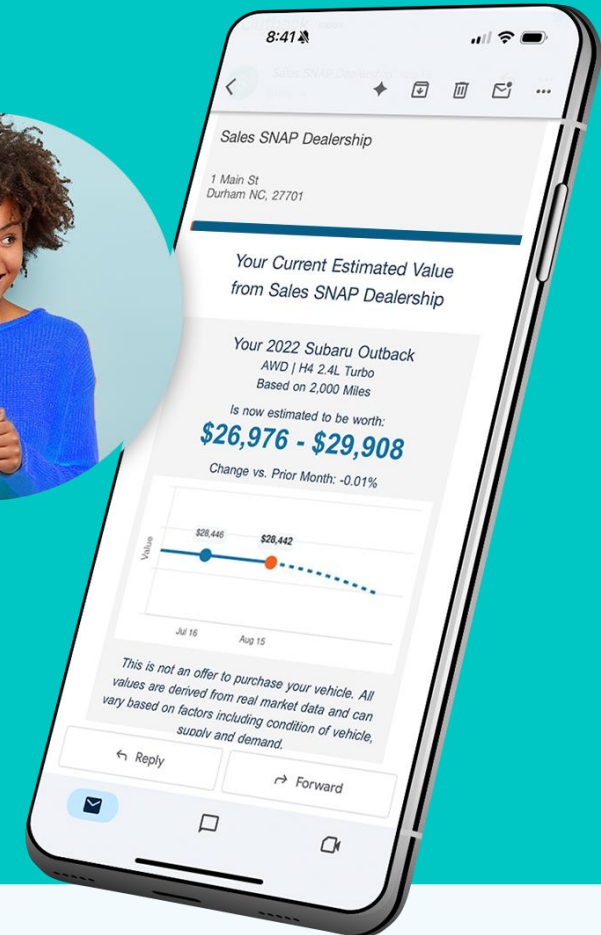
Reports Sent

7000+ Reports Sent

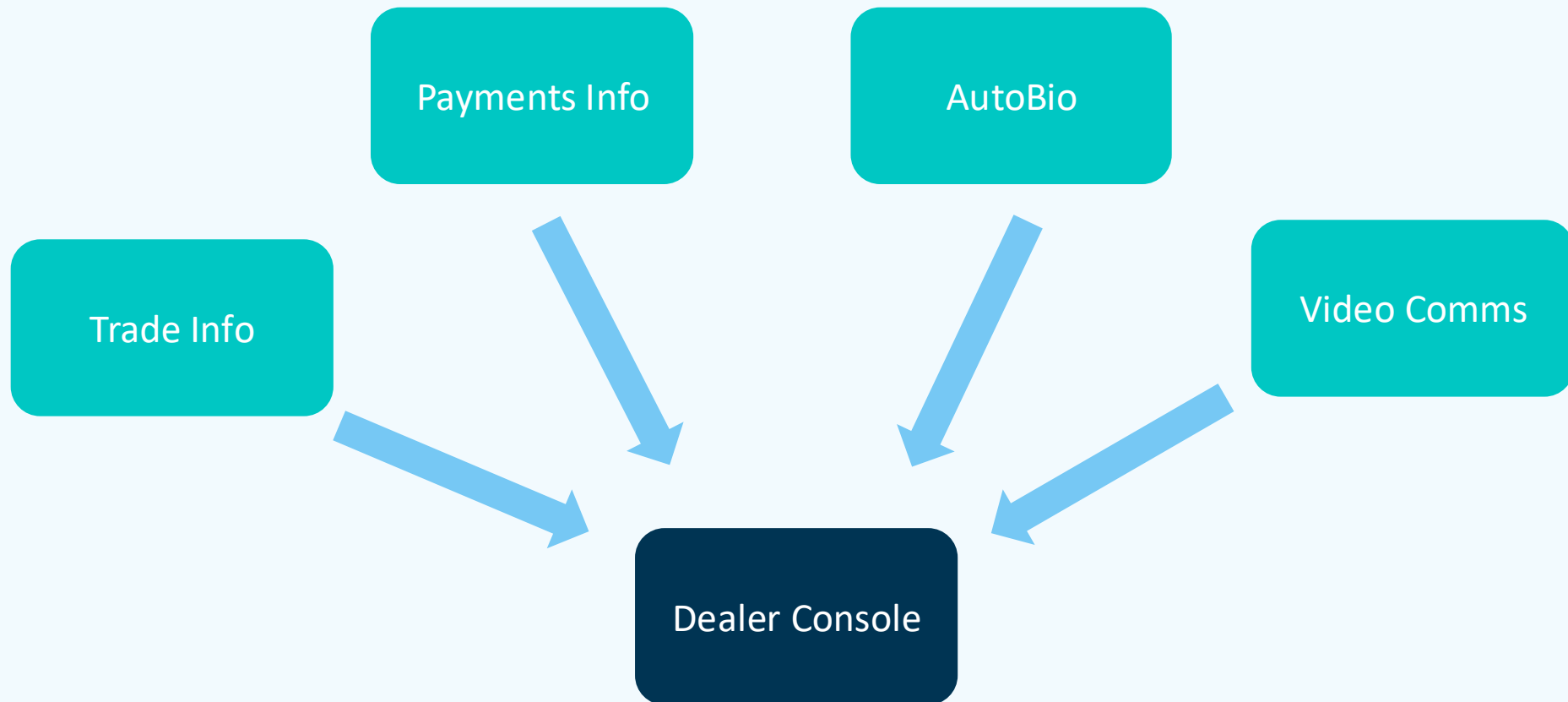


Viewership

37% Open rate / viewed



All in one place *makes it easier*





Questions?

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Thank you!

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