

High Converting Experiences for Your Dealership Website Boosted with IQ Advantage



Add Intelligence to Every Shopper Conversion

ProtomIQ's tradeIQ, paymentsIQ, and offerIQ turn website traffic into actionable prospects while capturing the buyer context your sales team needs to act. Each experience delivers enriched leads with sales-activating buying signals, helping your team understand more about every shopper and have better first conversations.



Dealer Role	The Problem	How IQ Helps	Results
General Manager	No way to know if leads are handled effectively, quality depends on who happened to write good notes.	Every rep works from the same real customer picture, using the signals that add better buyer context.	"IQ helps us talk to the buyer more intelligently from the get-go." -Jeff Malacek, General Manager
Digital Retailing & Marketing Leadership	Leads across group are thin and usually require multiple portals to check.	A full buyer picture the moment the lead converts, delivered inside the workflow your team already uses.	"IQ turns thin leads into a real picture of the customer so my reps stop guessing and start selling to a situation they understand." -Jeremy Nowling, Sales & Digital Retailing Director
BDC & Internet & Front-line Sales	Leads arrive as a name, email, and phone number leaving reps to start from scratch while the buyer has researched for hours and contacted several dealers.	Know the buyer's budget, readiness and likelihood to buy before the first call.	"Our team is more likely to read a lead and use it." -Jacqui Hoffman, BDC Manager

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About ProtomIQ

ProtomIQ is the intelligent sales conversion platform that delivers connected website experiences to help auto dealers have higher quality sales conversations and convert more shoppers into customers. Used by more than 5,000 dealerships across the United States and Canada, ProtomIQ's solutions capture inputs from high-intent shoppers and help dealers turn them into conversations and appointments.

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