



Inventory-Based Email

## Bring your inventory to their inbox

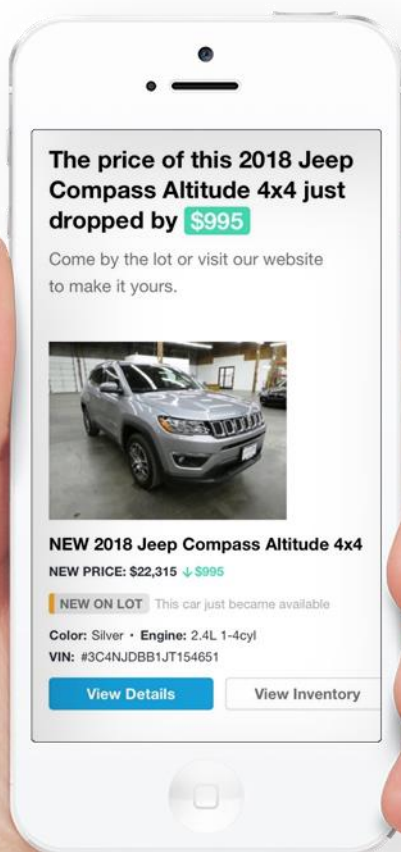


Modernize the car-buying experience by sending out inventory-based emails to prospects actively shopping your site.

20/20 OEM engages form, chat, and galley list leads to help your sales team book more appointments and sell more each month without lifting a finger. Increase close rates with the only inventory-based, dynamic email tool for automotive.

### FAST FACT

**On average, 41% of automotive sales leads are not followed up with or worked effectively.**



### Improve effectiveness

Send communication personalized to each lead's shopping preferences



### Increase Reach

Scale up your follow-up volume with automation to maximize sales reach



### Maximize Productivity

Save time with no additional effort or staff from your team to run 20/20

# How It Works

1

20/20 monitors your leads' online shopping activities to identify an individual's personal preferences.

2

Based on these preferences and inventory changes you make to your website, 20/20 sends dynamic, inventory-based emails from your dealership to leads.

3

20/20 continues to monitor lead activities and get smarter over time, improving messaging for better engagement.

## 20/20 in Action



John browses two 2019 Jeep Compass Altitudes and fills out a form on your website.



The next day, he gets a 20/20 email from your dealership about other suggested vehicles for him.



The email features both Jeep Compass Altitudes, plus two new vehicles that have similar features.



John calls you to see what his monthly payment would be. You sell a vehicle with almost no extra effort.

## Questions?

If you have questions or would like to learn more about Foureyes 20/20, please contact us.

[foureyes.io/2020](https://foureyes.io/2020)

## GET A DEMO

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