Connected dealer data where you want it & how you need it

Collect and send dealer-authorized data where it's needed -- powered by a self-serve platform digital advertisers will appreciate

Challenge

Accessing and moving dealership data between systems typically requires complex development work.

Most advertising providers either can't afford the investment or don't have the resources to reinvent the wheel.

Foureyes Connect gives digital advertising providers access to:

- Dealer-authorized data
- Ready-to-use connections

… allowing them to build audiences, measure attribution, and power new marketing solutions with just a few clicks.
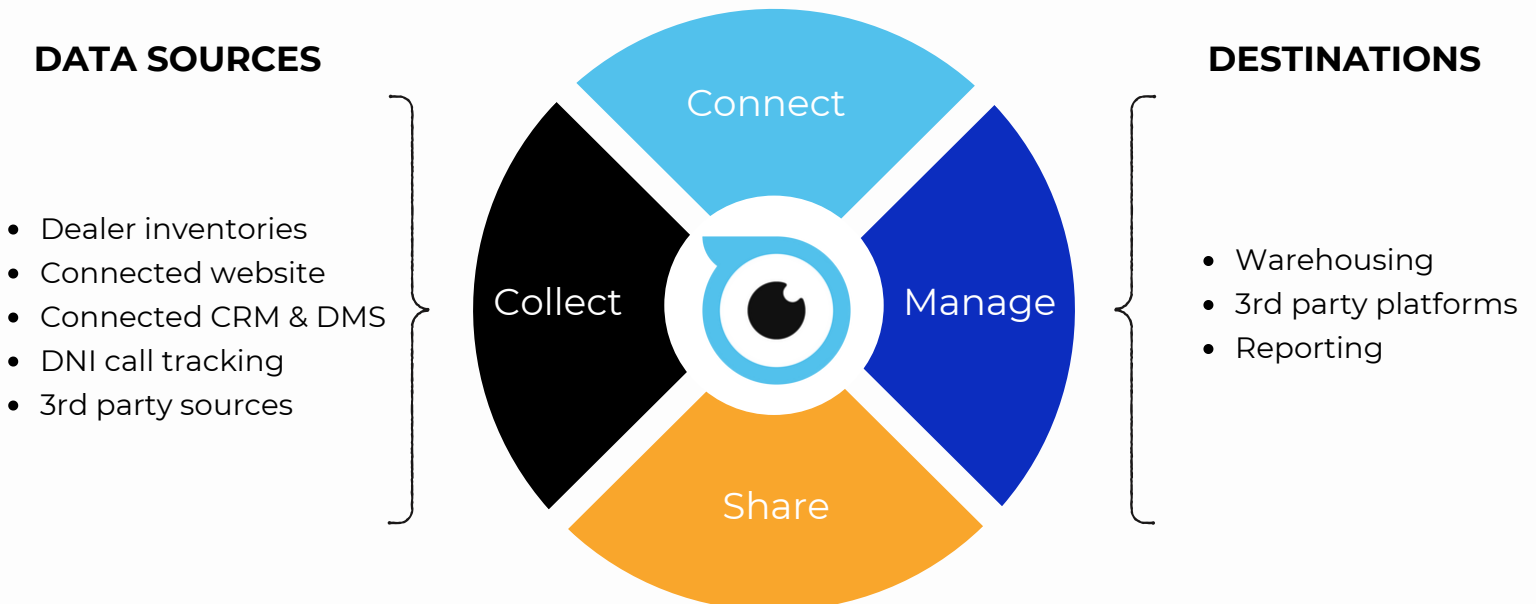
Solution

foureyes.io/contact-us

Capabilities

▶▶ **Connected Data**: Automatic collection from CRM, web, DMS, etc.

▶▶ **Rich Profiles:** Combined shopping behavior and inventory interests

▶▶ **Easy Distribution:** Push data wherever you need it

▶▶ **Real Attribution:** Show true impact of marketing spend

▶▶ **Custom Audiences:** Target based on actual shopping behavior

Possibilities

▶▶ Target inventory-specific email campaigns

▶▶ Match marketing to real-time inventory needs

▶▶ Measure performance across all touchpoints

▶▶ Build data-powered products

▶▶ Prove ROI with sales attribution

Normalize and connect the data to create an enriched customer profile with personal data, shopping activity, and inventory interests.

DATA SOURCES

- Dealer inventories
- Connected website
- Connected CRM & DMS
- DNI call tracking
- 3rd party sources

DESTINATIONS

- Warehousing
- 3rd party platforms
- Reporting

Connect

Manage

Share

Collect

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