



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.

WHY 20/20?



More Volume

Content is auto-created from inventory and customer data points so you send consistently and at scale.



Less Work

Connect your existing systems, add your logo, and turn it on. It's that simple.



Happier Customers

Customers get updates about the inventory they care about.

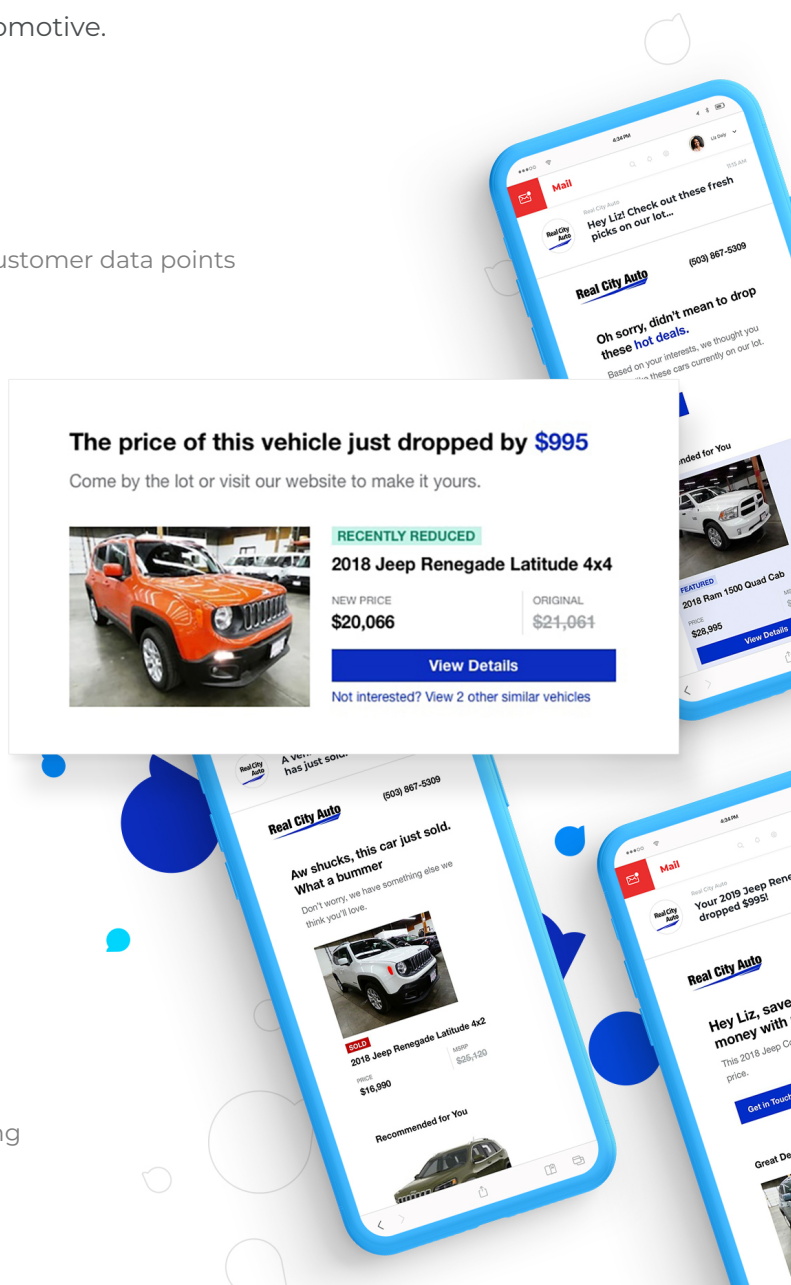


Better Results

Delivering the right information to customers drives higher email engagement, site traffic, and sales.

WHAT YOU GET WITH 20/20 OEM

- Dynamic emails
- Campaign management
- Website integration
- Engagement reporting
- Sales intelligence



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.

Want to Send to Every Lead?

Upgrade to 20/20 Pro to connect your CRM and get the most out of 20/20. Contact us for more information.

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