

Introducing the **Vehicle of Interest Algorithm**



What is the Vehicle of Interest Algorithm?

You want to share the right cars with the right shoppers, but knowing what inventory on your lot matches their interests can be difficult. That's why we created the Vehicle of Interest Algorithm.

The Vehicle of Interest Algorithm determines the best inventory for your website leads based on their online shopping activities.

Foureyes 20/20 Drives Sales

Whenever you make an update to your online inventory, 20/20 automatically email prospects interested in those vehicles using the Vehicle of Interest Algorithm. These personalized inventory updates help your dealership drive more sales—with no additional time or effort.



FAST FACT

The Vehicle of Interest Algorithm learns and evolves, improving its shopper-to-vehicle matching over time.



Better Engage Leads



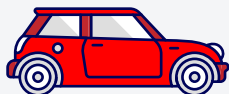
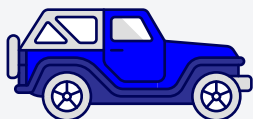
Increase Follow-Up Volume



Sell More Cars

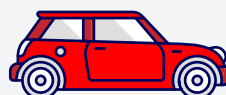
How does it work?

The Vehicle of Interest Algorithm learns using inventory and lead data from your website.



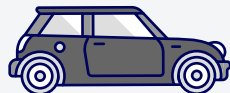
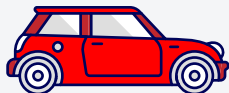
Shoppers view inventory on your dealership's website throughout their car shopping journey.

Based on the specific makes, models, prices, and colors a shopper views on your website, an interest profile is created.



\$18,750

\$23,995



Using the inventory on your website, interest profiles are matched to vehicle types. The technology also recognizes inventory changes and updates matching accordingly.

Questions?

If you have questions or would like to learn more about the Vehicle of Interest Algorithm or Foureyes 20/20, please contact us.

foureyes.io/2020

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