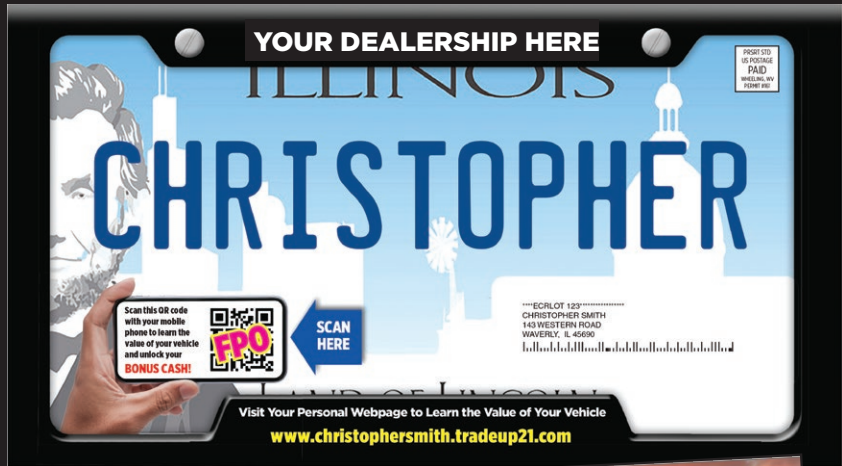# Direct Mail

## RECEIVE A 100% ACCURATE LEAD THE MOMENT A SHOPPER ENGAGES

- Highest quality print mailer on the market
- Our full-service graphic design department customizes each mailer unique to the dealership
- IMS believes in no-gimmick marketing which drives active buyers and not those looking for handouts
- Nothing is deployed without your approval (co-op approved)

PRINT MAILER
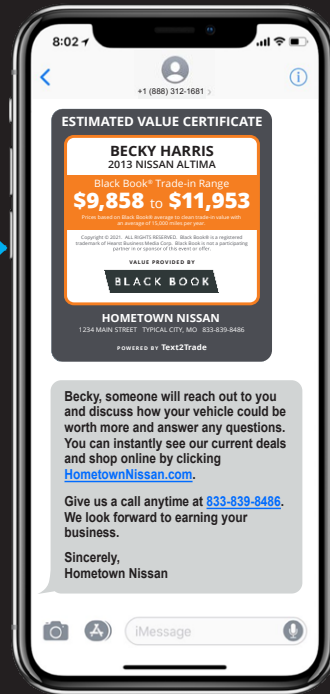Shopper scans QR code to get instant trade value for their vehicle via text
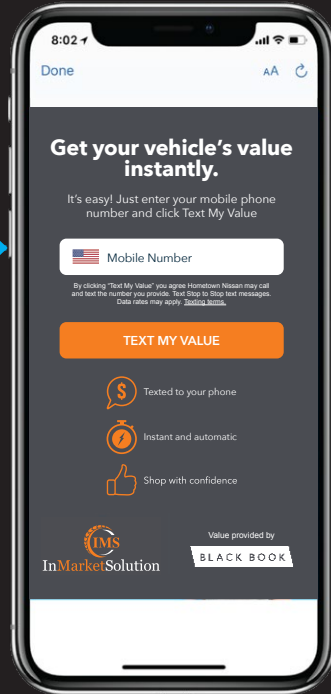
LANDING PAGE
Interested customers are directed to the Text2Trade landing page
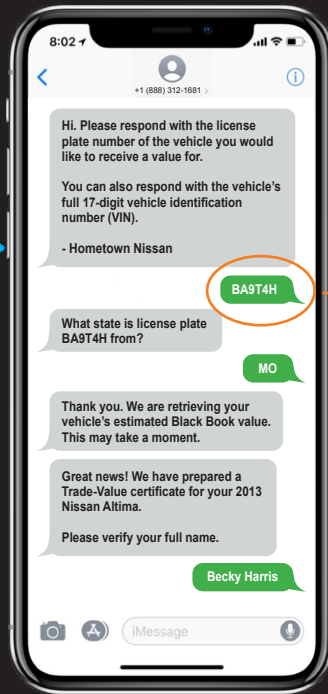
TEXT
Text2Trade interacts with the shopper by Automated BDC

LEAD VERIFIED

ESTIMATE
Text2Trade instantly delivers vehicle's value with custom message

CRM lead

100% ACCURATE LEAD
with correct name, vehicle data, and mobile phone number delivered to dealer's CRM

Automated BDC Text Follow-up

Website Integration

REPLACE OUTDATED TOOLS TO BOOST WEBSITE LEAD QUANTITY & QUALITY

- Clean, modern look customized to match your brand image
- Customer-preferred texting that takes only one step to get started
- Capture and automatically follow-up with more website visitors

iFrame

SRP

VDP

InMarket Solution

428 E State Parkway, Suite D | Schaumburg, IL 60173 | (312) 809-6996 | info@inmarketsolution.com | www.inmarketsolution.com

Personal URL Landing Page

CREATE A SIMPLIFIED USER EXPERIENCE

- Fully Customized to match dealers' monthly theme or event
- Consumers information auto-populates reducing bounce rate
- Integrated with Black Book and KBB

PERSONAL URL
Shopper enters information to get an estimate
of the value of their current vehicle

CRM lead

100% ACCURATE LEAD
with correct name, vehicle data,
and mobile phone number
delivered to
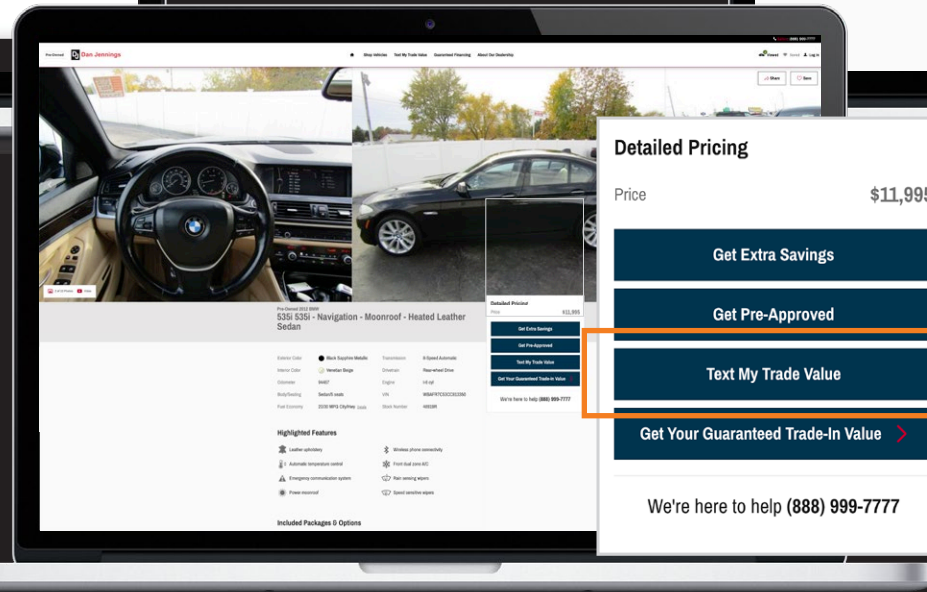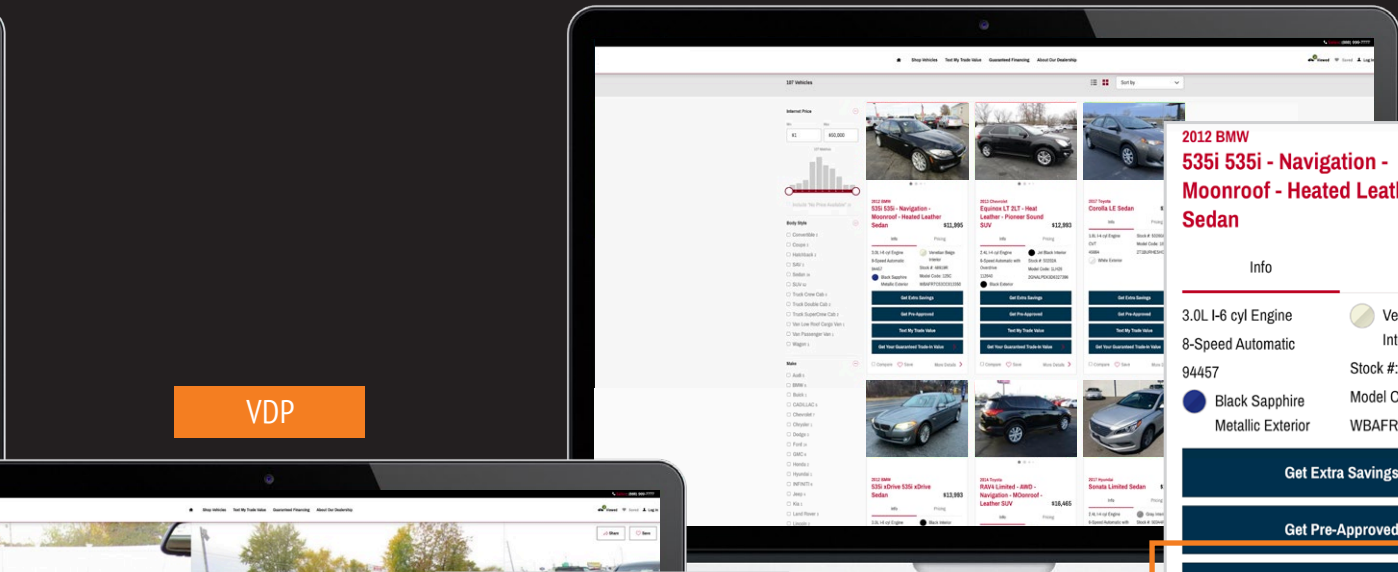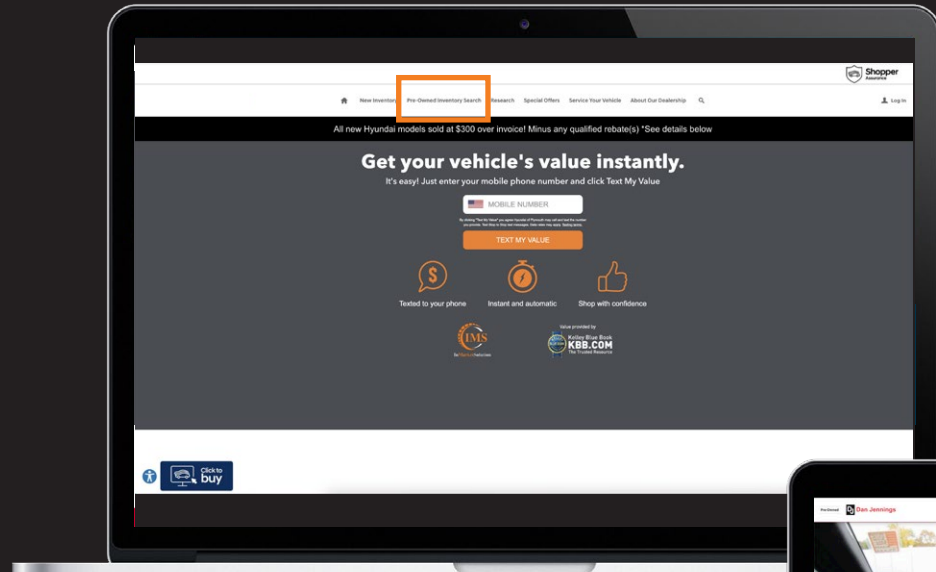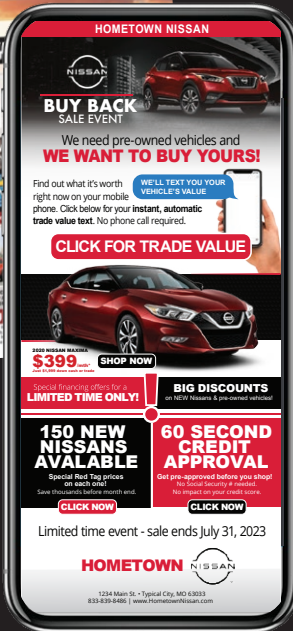dealer's CRM

Automated BDC Text Follow-up

PRINT MAILER AND EMAIL
Shopper scans QR code or clicks on email
button to go to personal URL page

Text2Trade Evaluator

Get your vehicle's value instantly.

It's easy! Just enter your mobile phone number and click Text My Value

Mobile Number

By clicking "Text My Value" you agree Hometown Nissan may call and text the number you provide. Text Stop to Stop text messages. Data rates may apply. Texting terms.

TEXT MY VALUE

$ Texted to your phone

Instant and automatic

Shop with confidence

InMarketSolution

Value provided by BLACK BOOK

Retarget potential lead and opportunities

- Never miss an opportunity with our automated BDC platform
- Decrease shopper abandonment
- Over 70% of shoppers complete Text2Trade interaction

DAY 2

+1 (888) 312-1681

It's quick and simple to get your vehicle's trade-in value.

Just reply with your license plate number or click this link and select your vehicle.
https://text-my-value.com/cbkkd9kt

Our automated system will send a complimentary trade-in value certificate right to your phone!

Hometown Nissan
833-839-8486
HometownNissan.com

Customer Assurance, Powered by IMS

DAY 5

+1 (888) 312-1681

Knowing your vehicle's value is important in making an informed decision.

Just click this link and select your vehicle to automatically receive a no-obligation trade value certificate.
https://text-my-value.com/cbkkd9kt

You can also reply to this text with a license plate or full VIN number.

Hometown Nissan
833-839-8486
HometownNissan.com

Customer Assurance, Powered by IMS

DAY 30

+1 (888) 312-1681

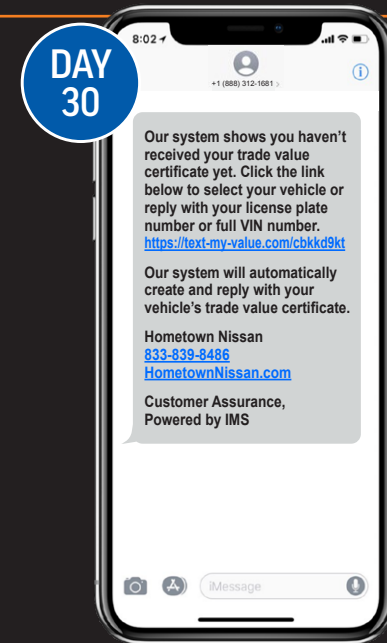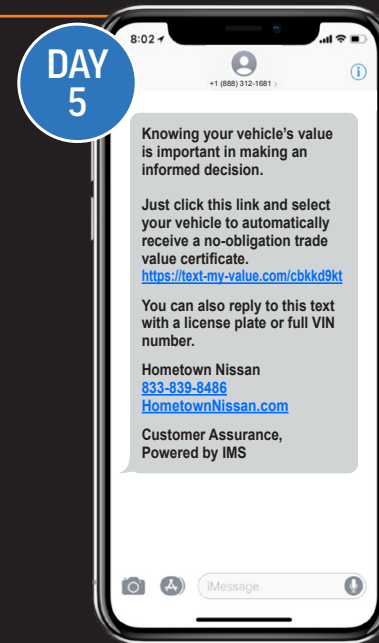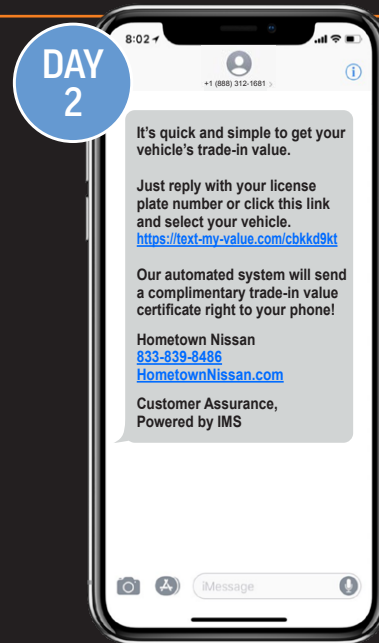Our system shows you haven't received your trade value certificate yet. Click the link below to select your vehicle or reply with your license plate number or full VIN number.
https://text-my-value.com/cbkkd9kt

Our system will automatically create and reply with your vehicle's trade value certificate.

Hometown Nissan
833-839-8486
HometownNissan.com

Customer Assurance, Powered by IMS

Follow up with hot leads

- Leads continue to be retargeted
- Text2Trade gathers data to increase sales
- Sell more vehicles

DAY 3

+1 (888) 312-1681

Becky, has someone from Hometown Nissan contacted you about your estimated trade-in value? If you could please reply with: Yes or No

No

Thank you for letting us know. Below are a couple quick links to shop and call us. Have a great day. Click for our website HometownNissan.com. Click to call us 833-839-8486.

Hometown Nissan

Customer Assurance, Powered by IMS

DAY 10

+1 (888) 312-1681

Becky, have you had a chance to visit Hometown Nissan yet? If you could please reply with: Yes or No

No

We hope you're able to visit soon. We're here to help. Please call us if you have any questions or need directions. Click for our website HometownNissan.com. Click to call us 833-839-8486.

Hometown Nissan

Customer Assurance, Powered by IMS

DAY 20

+1 (888) 312-1681

Becky, have you purchased a vehicle yet? If you could please let us know by replying with: Yes or No

No

We would love to earn your business. If you have any questions or need assistance, please call 833-839-8486. You can find our latest inventory and specials at HometownNissan.com.

Hometown Nissan

Customer Assurance, Powered by IMS

DAY 45

+1 (888) 312-1681

Becky, have you purchased a vehicle yet? If you could please let us know by replying with: Yes or No

Yes

Did you purchase from Hometown Nissan?

Yes

Thank you for your business. Please don't hesitate to call us if you need anything. 833-839-8486.

Hometown Nissan

Customer Assurance, Powered by IMS

InMarket Solution

428 E State Parkway, Suite D | Schaumburg, IL 60173 | (312) 809-6996 | info@inmarketsolution.com | www.inmarketsolution.com
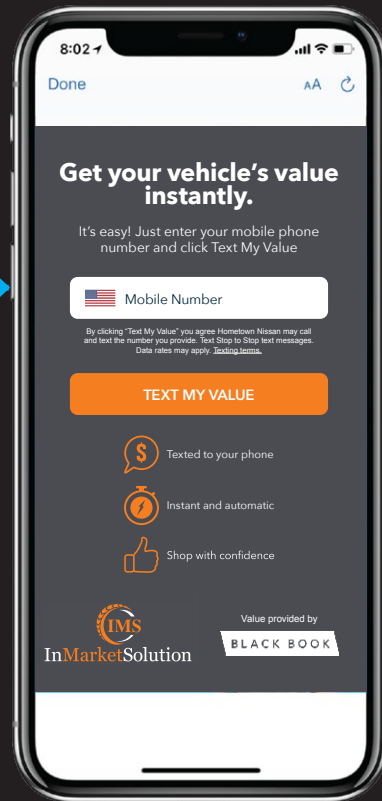
Email & Digital Display

STAY IN FRONT OF ONLINE SHOPPERS

- Our models include a combination of demographic, psychographic, and behavioral data patterns
- By combining and analyzing these data points, IMS develops a data model that identifies and targets individuals who are in market for a car, allowing for more effective marketing and personalized messaging to reach potential buyers
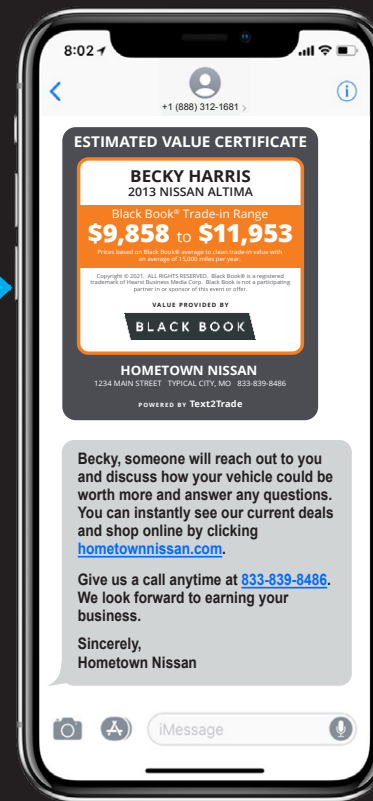- All verified data meets 'Can-Spam' regulations

LEAD VERIFIED

CRM lead

100% ACCURATE LEAD
with correct name, vehicle data, and mobile phone number delivered to dealer's CRM

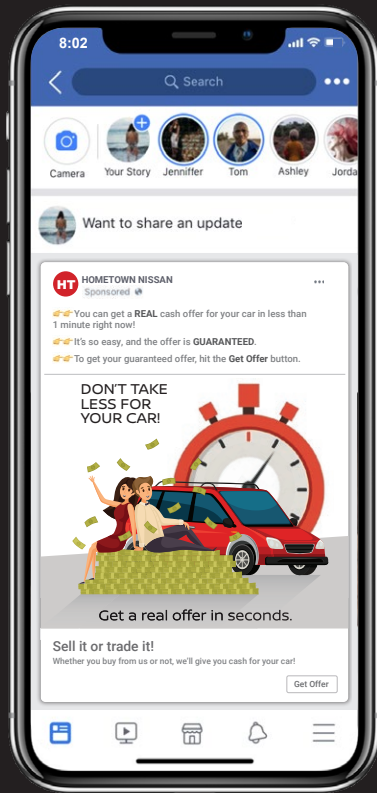**Automated BDC Text Follow-up**

EMAIL
Shopper taps or clicks to get instant trade value for their vehicle

LANDING PAGE
Interested customers are directed to the Text2Trade landing page
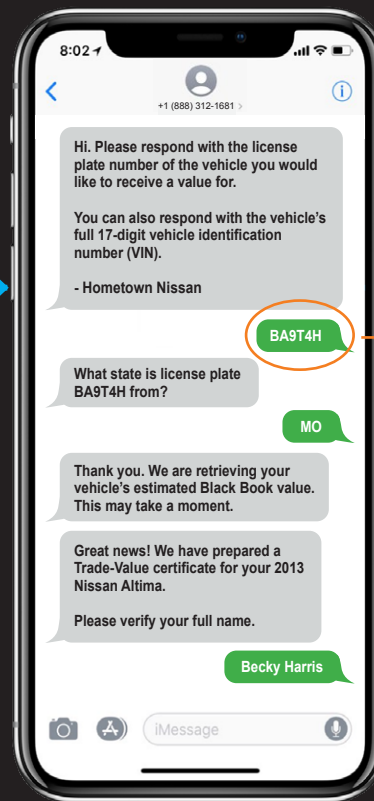
TEXT
Text2Trade interacts with the shopper by Automated BDC

ESTIMATE
Text2Trade instantly delivers vehicle's value with custom message

Digital Marketing - Social Media

CREATE NEW AND EXCITING CALLS-TO-ACTION

- Full funnel approach to deliver high quality leads
- Integrated directly into Facebook traffic and lead ads
- The customer's verified mobile number, trade value, and name are automatically collected.

LEAD VERIFIED

CRM lead

SOCIAL MEDIA
Shopper sees an ad offering an instant trade value for their vehicle via text
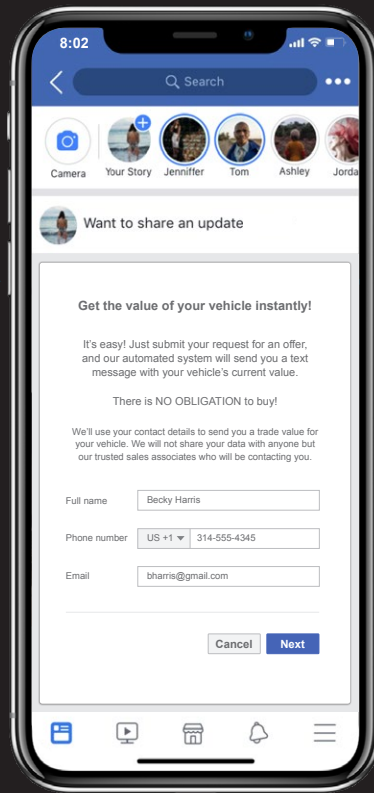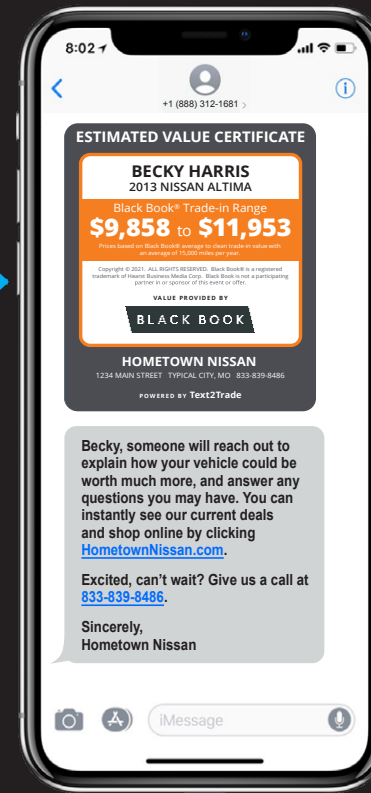
FORM
One click or tap seamlessly directs the shopper to the automated interaction
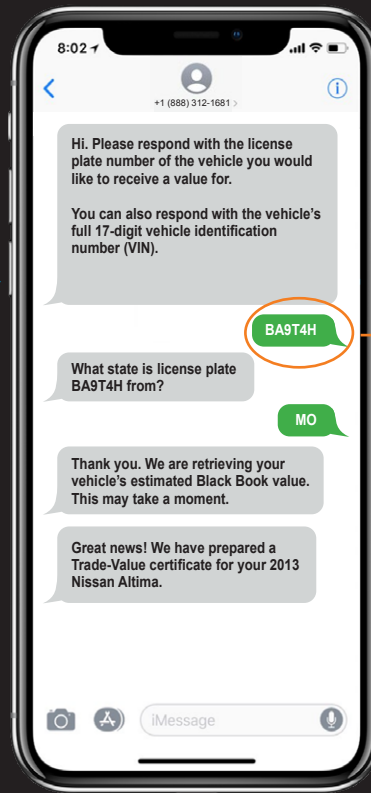
TEXT
Text2Trade interacts with the shopper by Automated BDC

LANDING PAGE
Interested customers are directed to the IMS Text landing page

100% ACCURATE LEAD
with correct name, vehicle data, and mobile phone number delivered to dealer's CRM

Automated BDC Text Follow-up