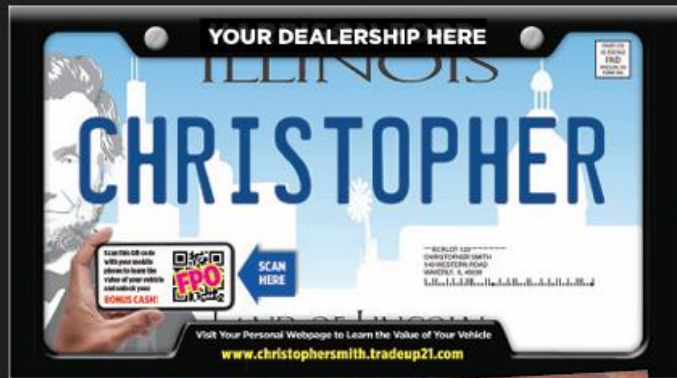


IMS Direct Mail

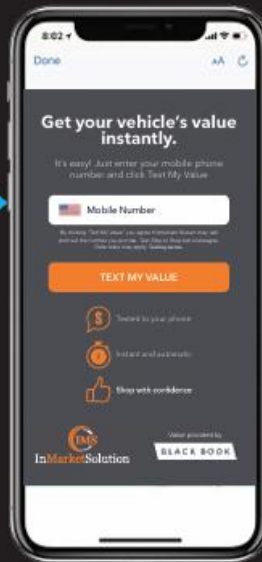
RECEIVE A 100% ACCURATE LEAD THE MOMENT A SHOPPER ENGAGES

- 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)

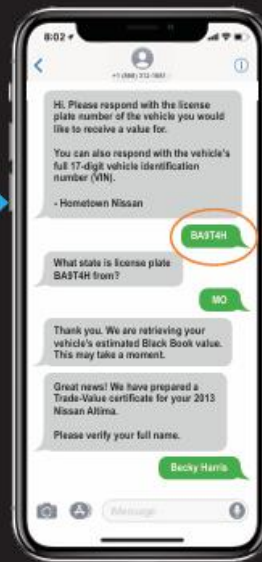


PRINT MAILER

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