

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



EMAIL

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



LANDING PAGE

Interested customers are directed to the Text2Trade landing page



LEAD

TEXT

Text2Trade interacts with the shopper by Automated BDC



ESTIMATE

Text2Trade instantly delivers vehicle's value with custom message

