



Capture. Connect. Convert.



Pairing DealerSocket's CRM with a DealerFire website enables you to **capture** more shoppers using intelligence-driven marketing, **connect** them with your dealership through automated, buying signal-based outreach, and **convert** them into customers by creating compelling buying experiences.

CrossFire Cross-Platform Intelligence

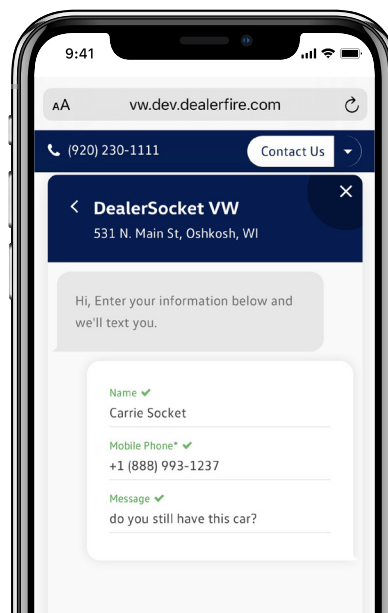
The power of the integration between DealerSocket's CRM and DealerFire websites sits within its CrossFire application, a consumer listening tool that enables you to monitor, track, and influence the buyer journey from online to showroom. CrossFire taps into DealerFire's behavioral analytics to deliver real-time leads and shopper insights to the CRM, where built-in sales and marketing automation takes over.

- **Start Texting.** Initiate text conversations with your website visitors and carry them out from your CRM.
- **Tap into Analytics.** Get real-time insights delivered to your CRM when customers interact with your website.
- **Streamline Credit Apps.** Use a website-based credit app to capture inquiries and push them to the CRM as leads.
- **Sync Inventory.** Cascade inventory updates made on your website directly to your CRM.
- **Market Smarter.** Access a complete and accurate view of your SEM performance.



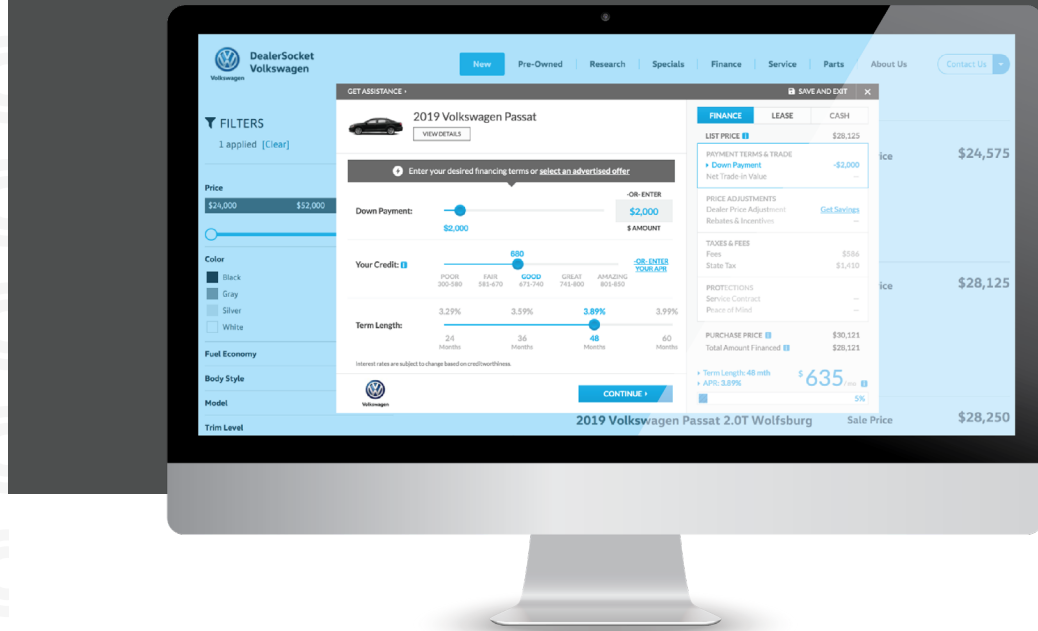
The key is we know when one of our leads in DealerSocket is on our website. And what car they're looking at. That's huge. If that's all that was offered on it, that would be worth it.

Tom Jinks
General Manager
Star Motor Cars





+



PrecisePrice™ Digital Retailing

Powered by the CRM's desking engine, PrecisePrice digital retailing enables you to capture leads while empowering your customers to confidently personalize their own deal structure from home. Seamless integration factors incentives, rates and residual values, finance, and leasing to provide reliable, penny-perfect pricing.



The thing I love about the DealerSocket product family is how well everything integrates. If a serious customer clicks on my price-unlock button, now I get to follow them.

Adam Nobles
Sales Manager
J. Pauley Toyota