



# NeuroMotics

NeuroMotics® listens, predicts, and engages consumers to form a predictive model of their future behavior and alerts dealers when consumers are in market for a new vehicle.

NeuroMotics forms an accurate picture of your consumers using their purchase and service history, click and shopping history, preference data, cookies and 3rd party data sources. And, thanks to the learning quality of the NeuroMotics brain, individual profiles are perpetually refined to create perfectly adapted messages.

### BETTER UNDERSTAND YOUR CUSTOMERS & PROSPECTS

NeuroMotics analyzes past customer behavior to assess how likely a customer is to behave in the future. It also anticipates which vehicles, products, and services are most appropriate for each customer, and proactively powers client outreach.

### ALWAYS ON, ALWAYS ACCURATE

NeuroMotics constantly reacts to new data to recommend the best mix of campaigns and who to target to achieve maximum lift for your business.

### MARKETING SO RELEVANT THAT IT FEELS LIKE A SERVICE

NeuroMotics understands each customer’s likelihood to respond to an offer, defect to another brand or dealership, or purchase/service a vehicle — which means that your messaging is always on-target and on time.

### DRIVE SUPERIOR RESULTS

Constant testing, tracking and iteration means communications are driven by always-on models that produce superior results.

### NEUROMOTICS AUTOMATICALLY HELPS YOU:

- Anticipate needs
- Detect preferences
- Improve message timing
- Increase relevancy
- Engender loyalty and improve sales

# 6X

## HIGHER CONVERSION RATES

*NeuroMotics driven campaigns generate up to 6X higher conversion rates.*

## THE OUTSELL PLATFORM



BuyerScout



Connect



Conquest



Inventory Mover



NeuroMotics



Social Ads



eAppend



Reputation



Campaign