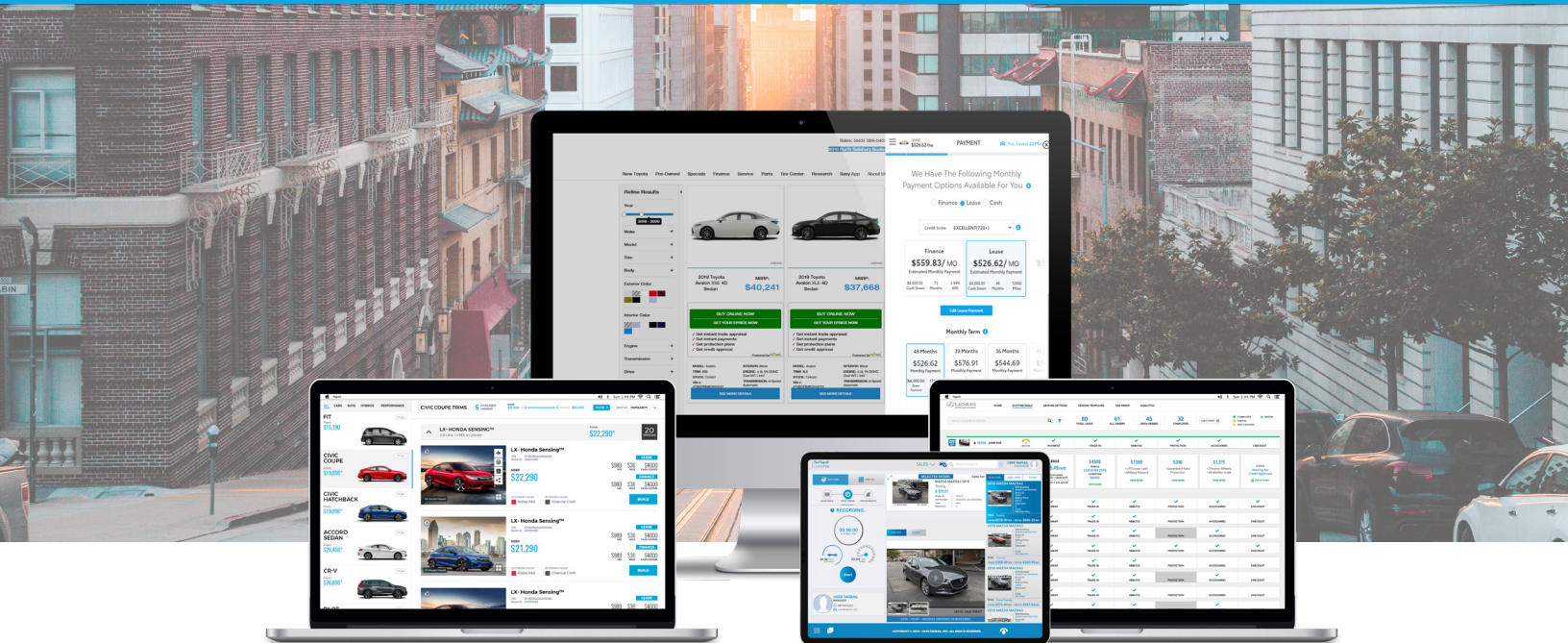


# TAG RAIL DIGITAL RETAILING PLATFORM



## BRIDGING THE GAP FROM THEIR LIVING ROOM TO YOUR SHOWROOM

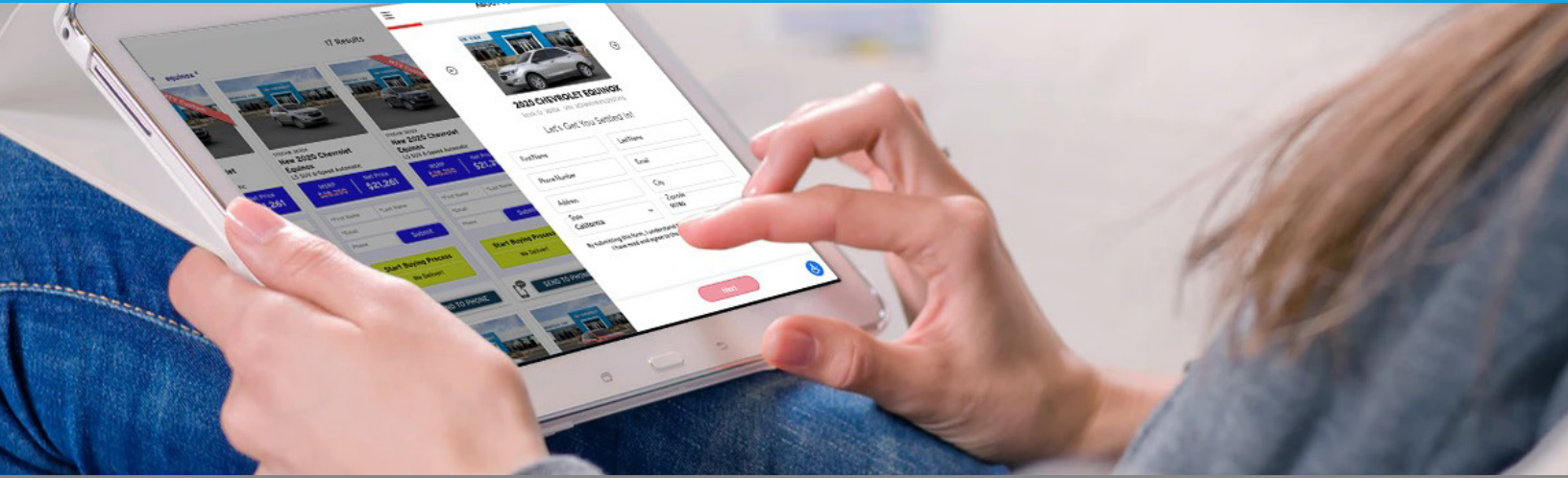
TagRail provides the most cohesive omni channel shopping experience available in the automotive industry, combined with the premium customer service dealers should expect from their digital partners. Our mission is to revolutionize the customer experience at the dealership, whether online or in-store by bridging the gap between the living room and your showroom. From online retailing to in-store app, our set of tools will empower your dealership to sell more cars without disrupting your existing sales process.

## TAGRAIL - EMPOWERING THE CUSTOMER EXPERIENCE

With TagRail, dealers get a single platform that integrates with any website provider and allows the shopper to either buy online or finish their deal at your showroom location without restarting their process. From customer insights to building custom email campaigns to desking a deal, our solution is designed to help you sell more cars, with minimal disruption to your existing process -- which translates to higher employee adoption.

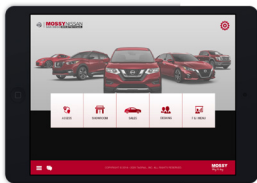


# TAGRAIL DIGITAL RETAILING PROGRAM



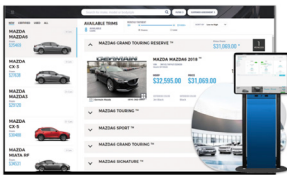
## IN-STORE PURCHASING

The Tagrail In-Store solution provides a digital way to replicate the methodologies used by most successful car dealerships and does not reinvent the wheel when it comes to best practices. With the Dealer Tag In-Store Platform, the salesperson will be at the customer's side every step of the way and work interactively in closing the sale, increasing customer confidence and loyalty. Our companion app, DealerTag, allows tracking of walk-in customers with a guided sales process, desking with approval workflows, test drive tracking and full customer management.



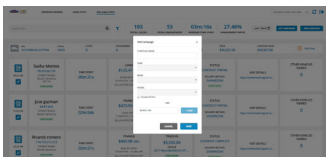
## CUSTOMER JOURNEY INSIGHTS

TagRail captures user activity throughout the process, providing the dealer with accurate shopping behavior and visibility into the customer's steps through the sales funnel. This data points to opportunities for continuous improvement and analysis while it pushes hot leads and order-pending opportunities to the dealership CRM. Mobile flexibility puts all deals on sales consultants smartphones and other mobile devices for easy lookup and modification.



## IN-STORE KIOSK

The in-store kiosk provides an easy way to engage and identify new prospects among your service customers as they wait for their vehicles. Customers may compare vehicles, browse inventory, view photos, watch videos, and immediately push their information to a sales associate for more information.



## INTEGRATED ANALYTICS & CAMPAIGN MANAGEMENT

TagRail integrates with Google Analytics to empower you with the transparency and data to make informed decisions about your marketing efforts. Identify which campaigns drive the most conversions, top exit and entry points, all the way down to the VIN level. Initiate campaigns right from the customer management portal and create urgency for customers to complete their deal.



# TAGRAIL DIGITAL RETAILING PROGRAM

## TagRail Digital Retailing Base Package

### Fox Websites - \$399 / month

- Customer Facing Digital Retailing Platform - Website Add-on
- Integration with Trade Pending for Trade-In Reports
- Ability to check out and sign paperwork from home
- Ability to add Finance Products and Accessories to final payment amount

## TagRail Digital Retailing Upgrade Package

### Fox Websites - \$499 / month

#### All of the features from Base Package **PLUS:**

- Dealer Facing Portal
- Desking Tool
- Connection/ Integration with Google Analytics
- VIN Analytics to measure engagement
- Customer Communication Portal
- Customer Outreach & Campaign Tools
- Ability to send pricing updates to customers
- Customer Journey Insights Tool

