

2025 FOCUS™

POWERED BY  SALECLOSERS.

2025 FOCUS LEAD GENERATION AND CUSTOMER ENGAGEMENT PLATFORM

SERVICE TO SALES (STS)

ONE TIME DEVELOPMENT AND LAUNCH - **\$1500**

Dealer Vault and CDK Add \$250

Includes:

- ✓ Customer Data 1 Platform Integration (See CD1 Info)
- ✓ Initial Graphic Design Work
- ✓ Microsites and Web Components Creation
- ✓ Local Phone Number
- ✓ Personalized QR Code Generation for Each Customer
- ✓ IVR (Interactive Voice Response)

MONTHLY PACKAGE INCLUDES:

- ✓ Oversized Interactive Direct Mail with Variable Data
- ✓ Personalization and Time Driven Hologram Scratch Off
- ✓ Personalized Digital Contacts
- ✓ Custom Online Microsite and Hosting
- ✓ Mobile Use Optimization
- ✓ Personalized Individual QR Codes
- ✓ Unique Customer Access Codes
- ✓ Lead Alert Activity Notifications
- ✓ Customer Data 1 Monthly Data Management
- ✓ Detailed ROI Reports
- ✓ USPS Informed Delivery Integration

STS Service to Sales Component Includes:

- ✓ Automated Sale Platform
- ✓ IVR With Local Phone Number
- ✓ Vehicle Trade Values Pre-Populated into Platform for Each Customer Contacted
- ✓ Monthly Sales Match Reports
- ✓ Sales to Service Handoff Tool

Monthly Package Pricing		
Level 1	2,000 pieces	\$3,450
Level 2	3,500 pieces	\$5,850
Level 3	5,000 pieces	\$8,250
Level 4	6,500 pieces	\$10,550
Level 5	8,000 pieces	\$12,950
Level 6	10,000 pieces	\$14,950

Autosoft / Dealer Vault / CDK Add \$150 Monthly Package Pricing, PBC Add \$50 Per Month

-3% Processing Fee for Payments by Credit Card

-6 Month Minimum Commitment -30 Day Cancellation Notice Required After 6 Months