LOCAL MOTORS INC

94%
Optimal Match

2020 Porsche Taycan 4S

STARTING AT $103,800

Range	0-60 MPH
252.9 mi	3.8 s

Top Speed	Torque
155 mph	479 lb-ft

Driverbase provides personalized vehicle recommendations to your dealership website visitors.

$0 setup | $100/mo   "It knows me almost too well" - Nicholas, CA

	Driverbase Recommendations Consultative sales process focused on optimal vehicle	Traditional Website Search Price based sales process focused on lowest price and discounts
Differentiated Customer Experience	Install the vehicle recommender plugin on your website and let customers search all your inventory in seconds.	900+ touchpoints on average per car search* using the traditional marketplaces and dealership websites.
Increased customer engagement	Campaigns focused on "what car should i buy?" are relevant to all users. ~20-40% campaign click through rates.**	Campaigns directed to specific vehicles are not relevant to most users. Industry average 4% click through rate.***
Lower user acquisition costs	Acquire users for as low as ~.10 from campaigns directed at your vehicle recommender.**	Industry average ~$2-5 cost per click for product based campaigns directed at your VDPs.***
InstantLaunch	Setup an inventory feed. Create a new web page and embed the html only plugin. Works on all major web providers.	Plugins require javascript that reduce website performance and introduce security and privacy concerns.

*Source: Google Consumer Car Buying Process Study I **Source: driverbase.com campaign results January 2020 through July 2020 I ***Source: Wordstream Industry Benchmarks

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