

fusionZONE has one of the highest-converting websites in the market at over 3% of unique visitor traffic. They convert at this level by utilizing industry-leading conversion tools and best practices learned through 10 years of working with over 1,000 dealer partners. Every fusionZONE website is built to meet ADA Accessibility guidelines. The latest responsive design technology is used to ensure that fusionZONE websites are compatible with all devices and that their dealers dominate search results. These websites are optimized for mobile functionality; a critical component of a website when over 50% of website traffic is now coming from mobile devices.

The dedicated and specialized OEM compliance team ensures that Toyota, Acura, Nissan, and Honda websites are 100% OEM compliant, while also making customer conversion a priority. fusionZONE's FastSuite of products is accelerating dealer demand for their websites. Not only are they driving higher volumes of leads through FastPrice, but they are connecting the sales team to leads quickly with FastRing. FastCoupons caters to a mobile society by stimulating traffic to the service drive via the dealer's website and smartphone. fusionZONE is analytics driven, streamlining the digital process for their dealers; testing and confirming customer site interaction and lead generation.

The Problem:

Although some in the industry feel that lead conversion is not the almighty KPI that it once was, dealers are still adamant that leads are a critical driver for them. They want more leads to generate more appointments. Dealers are also concerned that their response time for leads are a major reason that conversion rates aren't as high as they could be. How can the number of leads and the response rate be improved? Read on for the specific answers that are very unique to fusionZONE.

US Websites

fusionZONE Websites

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Designed for high-conversion and lead generation, this cutting-edge, responsive website platform provides award-winning conversion tools that dealers love.



"fusionZONE is an outstanding company who truly exemplifies the meaning of partnership. Their conversion and SEO architecture are first rate. I would not hesitate to recommend them as a website partner."

Chuck Agner
Nat'l Business Dev. Director
Greenway Automotive

fusionZONE
Automotive

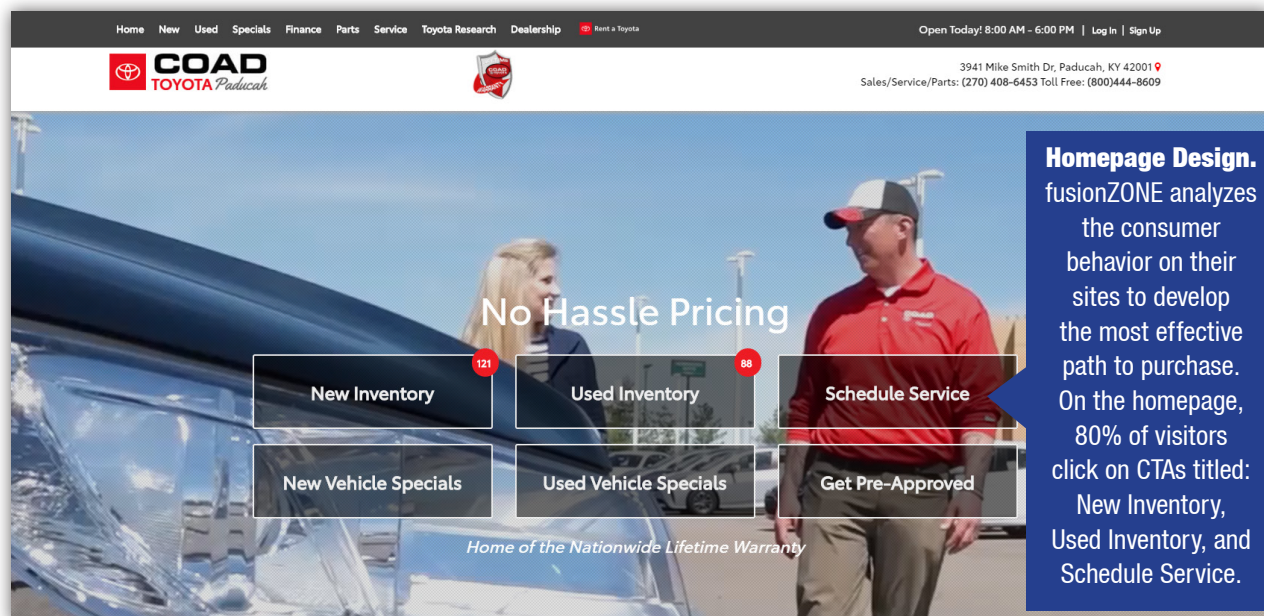
www.fzautomotive.com

"We take pride in being deliberately different in our service approach. From dedicated support teams to a dealer Advisory Council that holds us accountable, we view our dealers as partners. When they succeed, we succeed."

Ed Barton
CEO & President
fusionZONE

How It Works:

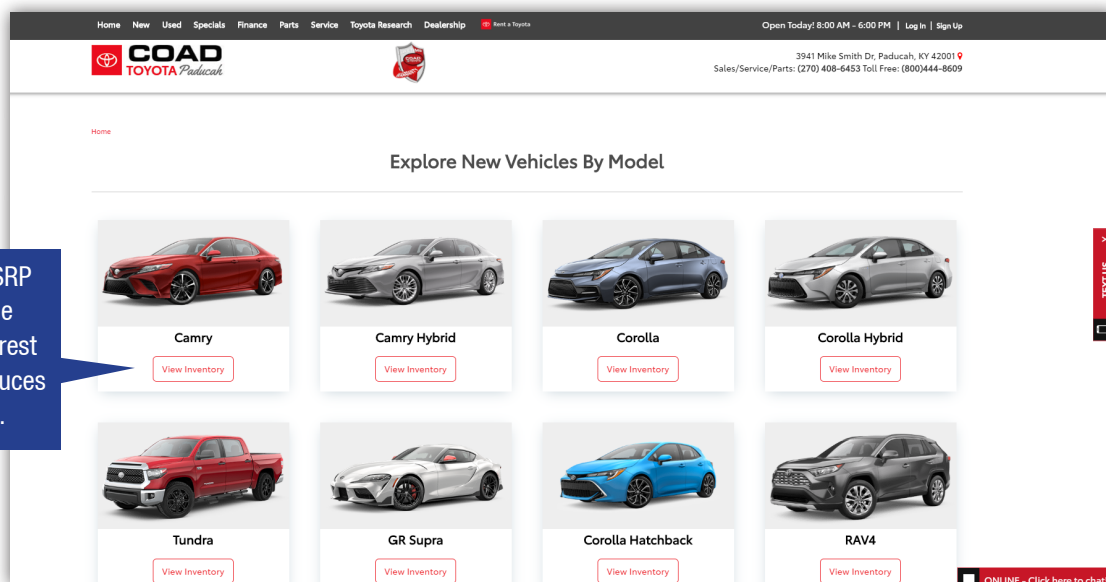
fusionZONE websites are designed to deliver leads for all sizes of dealerships. They provide a complete digital marketing solution that is customer centric – all of the tools and services are built with dealer usability in the forefront.



Homepage Design.

fusionZONE analyzes the consumer behavior on their sites to develop the most effective path to purchase. On the homepage, 80% of visitors click on CTAs titled: New Inventory, Used Inventory, and Schedule Service.

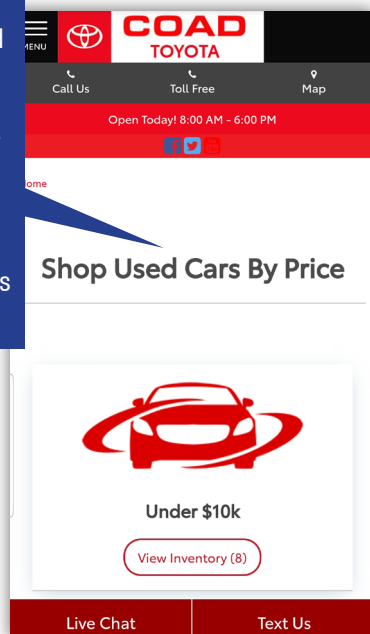
New Inventory. While many vendors take shoppers to an SRP that has every piece of new inventory prioritized by price, fusionZONE delivers a page for the shopper to select the model they prefer. This eliminates the frustration (and associated bounce rate) the shopper may have of scrolling through a massive amount of inventory to find the vehicle they want.



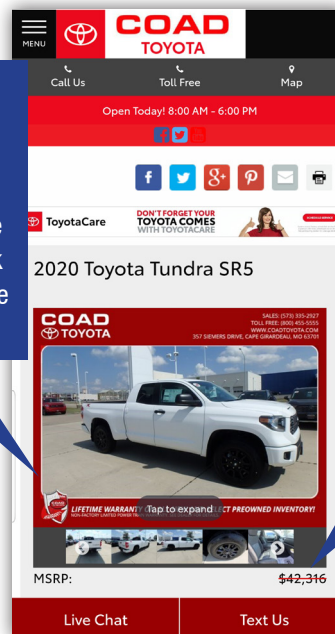
Delivering an SRP with ONLY the vehicles of interest significantly reduces bounce rate.

With an appropriately filtered SRP, fusionZONE converts a higher number of traffic leads than other website providers. According to NADA, roughly 1.74% of consumers submit a lead on an automotive website while fusionZONE's average for conversion is 3.53% - roughly double. Some stores, such as the Coad Toyota site shown here, convert as high as 10%. Most convert from 3-5%.

Used car shoppers tend to know the body style or the price they are looking for so those are the two filtering options suggested.

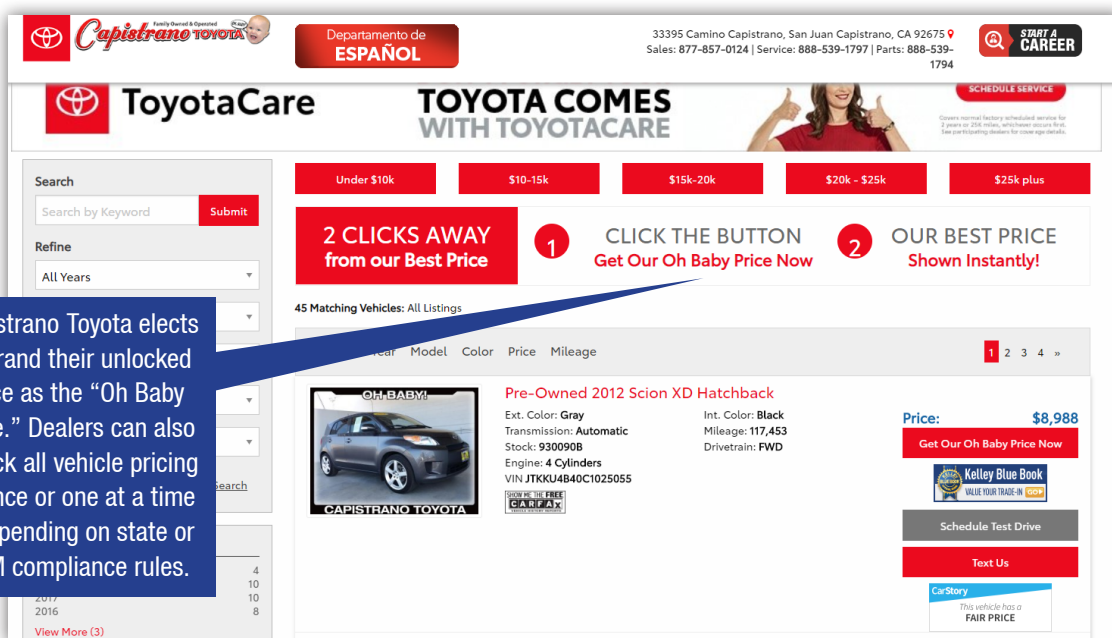


Coad Toyota used a 'Send to my Phone' button which then gives the shopper a link to the VDP, like this.



Adding the red strike-through to indicate a lower price is available can increase lead conversion rate by 1%. Data shows it does not matter what amount the dealer reduces the price. An Atlanta store knocks \$57 off any price when the consumer submits a lead and they consistently convert at 7-8%.

FastPrice. By giving customers a 'no haggle' price in just 2 clicks, this feature offers consumers a sense of complete pricing transparency as they instantly receive a vehicle's price while continuing to browse the dealer's inventory. FastPrice is an automated pricing tool that also doubles as a lead generator. It significantly increases a dealer's form lead submissions, achieving higher quality lead counts and higher conversions. Dealers using FastPrice see a lift in leads of 100-400%. This tool can be customized and programmed to give additional options beyond the information the consumer requested. Dealers can use FastPrice to display new car alternatives or a Certified/Pre-Owned option, in addition to the information and price requested.

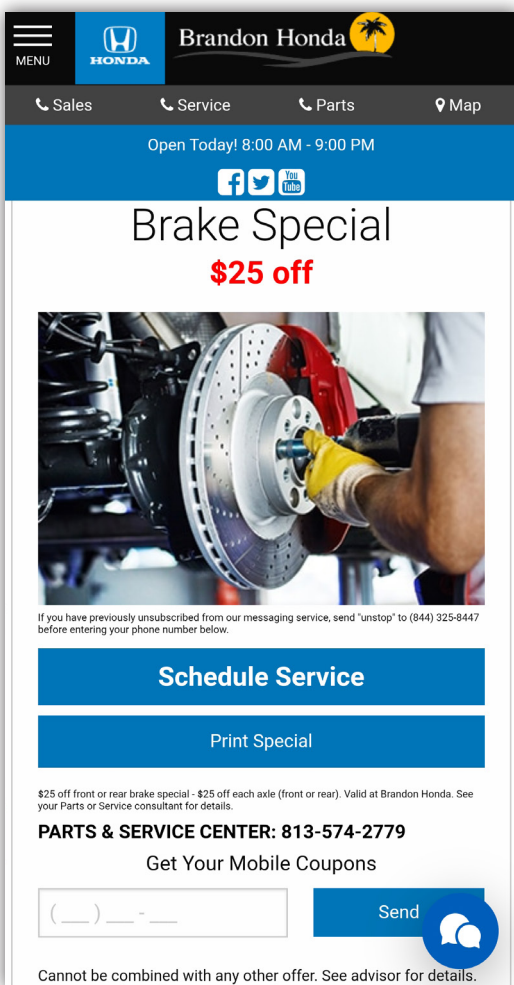


Capistrano Toyota elects to brand their unlocked price as the "Oh Baby Price." Dealers can also unlock all vehicle pricing at once or one at a time – depending on state or OEM compliance rules.

FastRing. The faster the salesperson is on the phone with the consumer, the better chance the dealer has to set an appointment and sell the vehicle. When a lead is submitted on a third-party site, such as Cars.com or Autotrader, there may be a 1-10 minute delay to reach the dealer's site and possibly 30 minutes more for the salesperson to reach out to the consumer.

Designed to connect the salesperson to the shopper in 1-2 minutes, FastRing is not just tied to the fusion-ZONE website and FastPrice but also to any lead form where a phone number is provided. fusionZONE has a connection rate goal of 70-80%. Internal training for the sales team is provided to help them maximize the FastRing sales opportunities.

Reporting will show a ring breakdown with connection rate, average call time, and average response time as well as the source of the lead. Calls are recorded and duplicate leads are eliminated.



FastCoupon. While a significant profit center for the dealership, fixed ops departments tend to have little to no budget for advertising and their service and parts page on the website may be outdated. FastCoupon was developed as an efficient way to deliver service coupons to consumers. Customers can easily text these coupons to themselves and show them at the service drive. The service team or BDC can use these cellphone numbers to match coupons to customers – *I saw you downloaded a coupon that allows you to buy 3 tires and get 1 free. Can I go ahead and set up that appointment for you?*

FastReview. fusionZONE's automated review tool prompts sales and service customers to leave a review on a preselected review site, such as Facebook, Google, Yelp, and more. Once a service RO is completed, a link to the review page is sent to the customer. Agreeing that they had a positive experience sends the customer to a page with multiple options of where they can leave their review. If they indicate that their experience was not positive, they are delivered to a page that connects them to the GM so they can be contacted, and the negative situation remedied.

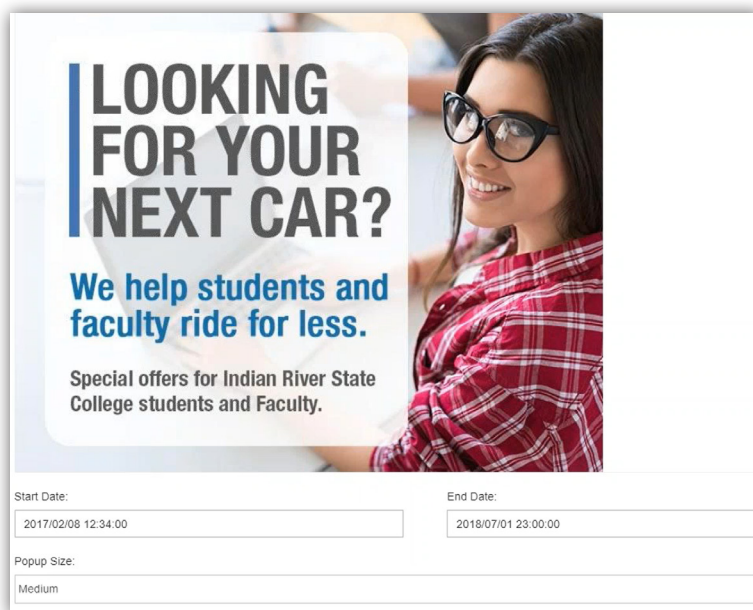
The screenshot shows the Coad Toyota website. At the top, there's a header with the Toyota logo, the dealer name 'COAD TOYOTA', and contact information: '357 Siemens Drive, Cape Girardeau, MO 63701', 'Call Us: (573) 335-2927 Toll Free: (800)455-5555', and a 'VIP Concierge' button. Below the header, there's a 'Review Us' section with a large banner that says 'SHARE YOUR THOUGHTS! WRITE A REVIEW!' with an image of a hand clicking a mouse. Below the banner, it says 'We would like to hear about your experience at Coad Toyota. Click on a Logo Below to Get Started!' and shows icons for Facebook, Google+, cars.com, edmunds, yelp, and DealerRater. At the bottom of this section is a 'FIX MY CONCERN' button with a wrench icon and the text 'CLICK TO FIX'. To the right of the review section is a 'DEALER INFORMATION' box with the following details: 'Coad Toyota', '357 Siemens Drive', 'Cape Girardeau, MO 63701', 'Get Directions', 'Sales Service Parts', 'Phone: (573) 335-2927', and a table of hours: Sunday (closed), Monday (closed), Wednesday (8:00 AM - 8:00 AM), Thursday (8:00 AM - 8:00 AM), Friday (8:00 AM - 8:00 AM), and Saturday (8:00 AM - 8:00 AM). A blue callout box with a white arrow pointing to the DealerRater icon contains the text: 'Roughly 5-10% of a dealer's SEO comes from their Google reviews. It's a good practice to make sure that Google reviews are as robust as possible.'

Content and Graphic Creation. fusionZONE provides custom, high-quality content written by industry-focused writers. It is designed to increase customer engagement and, more importantly, maximize a dealer's online presence utilizing highly researched SEO keywords. The Advanced Bundle includes unlimited custom content pages and unlimited custom graphic creations.

Responsive Designed Websites. Using the latest in responsive design technology to ensure the best experience on all devices, fusionZONE sites are built for better organic traffic, usability, and lead conversion. Each month, dealer website analytics are reviewed to ensure that pages are performing to their highest ability, site speeds are maximized, and customers are thoroughly engaging with the website. Every website can be customized with performance-improving products and services.

Websites Built to Meet ADA Accessibility Guidelines. With a recent trend of dealership websites being scrutinized by lawyers to see if the sites are accessible to shoppers with disabilities, fusionZONE has ensured that all websites are built to meet WCAG 2.1 A standards, as well as most of the Level AA standards. Tools are also in place to ensure that fusionZONE websites stay compliant with these standards as the data and content on the website changes daily. With a focus on accessibility in design and applying accessibility tools, fusionZONE websites reduce the dealer's exposure and risk.

Unlimited Call Tracking. By assigning a unique phone number to different advertising sources, dealers can track which numbers have the best call rates and obtain certain data about the callers. fusionZONE has the technology to build high-quality calling experiences directly into the dealer's websites. All website packages provide unlimited phone numbers for call tracking purposes, and minutes used are billed at \$.04/minute, per month.



Managed Organic Geo-Fencing.

This feature offers dealers the opportunity to target any location they desire with messaging specific to that geographical area, such as competing dealerships, local colleges, and military bases. Ads will display competitive messages on the home-page of a dealer's website, instead of using the outdated and ineffective method of the past of buying into an ad network.

Site Speed. Google has a critical focus on mobile site speed. fusionZONE evaluates time-to-first-byte which is the time until people can start clicking on items. Each month, the Performance Team evaluates and make suggestions to dealers about components of their website which could be impeding speed such as videos, widgets, and third-party add-ons. fusionZONE continues to make site speed a priority and is working on a new platform focused on 'even faster.'

Reporting. fusionZONE's dedicated Performance Management Team guides their dealer partners to make data-based decisions that will drive the highest conversions. Monthly digital marketing strategy meetings focus on Google Analytics and lead generation data as well as a quality-check of a dealer's website. The Customer Dashboard integrates with a dealership's Google Analytics Account to provide in depth reporting and analytics, while user-friendly tools further simplify the experience so that dealers can make calculated, informed decision about marketing strategies.

What do dealers say about fusionZONE websites?

Store #1 – Up 16% new volume (over 225 units) and 23% used YoY

Store #2 – Used is up 22% and New up a point YoY

"In a down market, these numbers are amazing! Having an easy to navigate and clean digital showroom is essential and will be even more important and advantageous in 2020. I rarely compliment and praise, as my expectations are skyscraper high, however fusionZONE meets all of them and that is why I refer people all the time. Tech is great, but support is far more important in the long haul. Thank you fusionZONE for an epic 2019 and I look forward to a groundbreaking 2020."

Gray Scott

Marketing Director

Muller Honda Highland Park and Gurnee

Muller Woodfield Acura

