Nabthat's autonomous email platform sends retail price quotes instantaneously 24/7, removes human error from price quotes, and increases inbox deliverability on the dealer's most important message - price. By freeing up sales staff from the labor of manually researching and computing an email quote, significant time and money can be recouped. Nabthat Retail Certificates break down the rebates, incentives, and discounts associated with the specific vehicle requested, generating a transparent interaction between the dealer and consumer. They are completely dealer-branded, OEM-compliant, and can be used with any source type. Dealers using Nabthat have documented a 23% increase in appointments and a 35% increase in closing rates with leads who have received the Nabthat Certificate Email versus those who did not.

Nabthat Retail Certificate Platform's high rate of success is due to an understanding of consumer behavior, digital experiences, and shopper expectations. Many of the Nabthat team come from mobile technology companies where they built digital consumer portals for large global mobile networks.

The Problem:

Dealers often have problems with their pricing quotes: 1. Pricing frequently changes, 2. The sales team makes human errors, 3. Creating quotes is time-consuming and may not be handled in a timely manner relative to the request, and 4. Consumers may not be receiving their emails from the dealership - dealers just don't know.

How It Works:

Nabthat wanted to create an experience for the consumer that was on par with their daily digital shopping experiences. When the shopper inquires about a vehicle independent of the Lead Source, the Retail Certificate platform generates an interactive email to the shopper that contains the Certificate. The email and Certificate are exclusively dealer branded, and create differentiation in the market for the dealership. No matter where the lead is generated, from third parties such as Autotrader, Cars.com, TrueCar, or the dealer's website, those leads come into the dealer's CRM and are forwarded to the Nabthat Certificate Platform. The email Certificates are automatically generated and delivered from Nabthat's servers with a

Sales Process

Nabthat
Retail Certificate

Automated Retail Platform that instantaneously sends out retail certificates 24/7, providing customers with a pricing breakdown based on dealership rules.

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"Nabthat Certificate program is a lifesaver. It cuts down a lot of wasted time and allows my BDC to get more done over the phone than sending manual price quotes via email. We can send quotes 24/7 and the customer receives their quote within a minute."

Henri Yassa
Internet Director
Riverside Metro Auto Group

nabthat
www.Nabthat.com

"Our Retail Certificate Platform was built with the consumer in mind and at the same time harnessed the needs of the dealer. To create engagement, you need to be able to create an experience that consumers are attracted to."

Jason Silberberg
CEO
Nabthat

very high rate of inbox deliverability. No manual computation or delivery is required from the sales staff and the customer is provided with a satisfying experience. In addition to this platform automatically sending Certificates, the sales staff has the ability to manually generate Certificates out of the platform. This is a standalone product. It can be used with any website platform, however, it is included as part of the Nabthat website package. A very intuitive tool, it provides a very easy, clean way of communicating and engaging consumers.
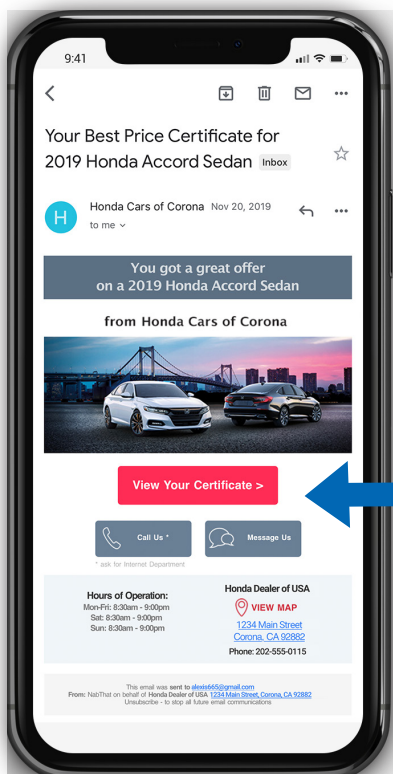
83% of all emails are opened on a mobile device. The Certificate is a mobile application, like email, that makes it easy for a user to engage with. Certificates are opened on a browser with the ability to download. The emails and Certificates are responsive to every browser type and email provider.

The Nabthat Certificate Platform records all interactions and sends specific alerts to the dealership's CRM: Open, View, Call, etc.
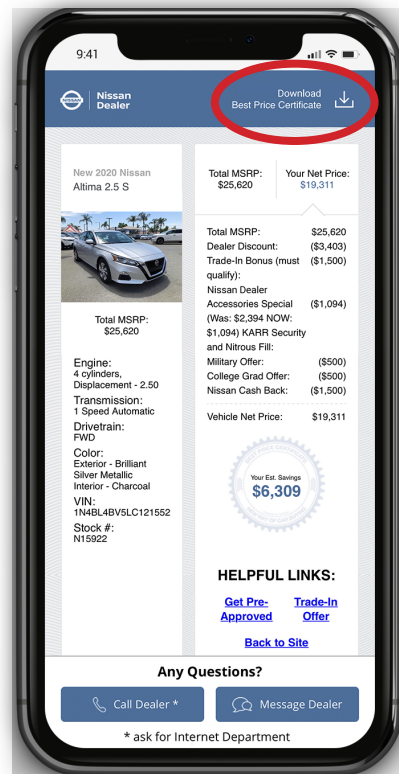
The quote shows the MSRP, the discounts, rebates, and net price. The red arrow indicates a special the dealer offers on accessories that apply to this vehicle. The platform reads data coming in from the CRM and automatically applies the salesperson and their contact information to the vehicle Certificate.
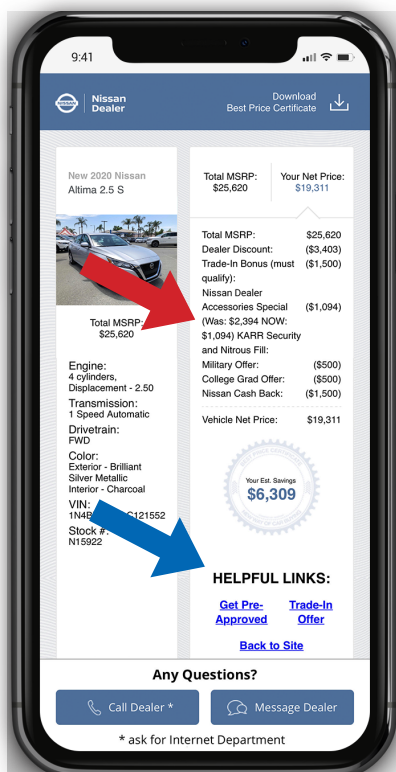
This dealer has customized their Certificates with a personal message and with additional links to create further engagement. The blue arrow points to the 'Get Pre-Approved' and 'Trade-in Offer' buttons which will take the shopper back to the website. Other dealers have added a button for 'Schedule a Test Drive.'

Pricing Panel. Dealers have full control over their inventory and can construct discounts based on Model/Trim or VIN. Discounts can be created through the Nabthat Platform. Nabthat offers an upload feature where dealers can utilize an excel spreadsheet to manage their discounts and pricing. They can also work with VAuto Conquest/Provision to update pricing multiple times a day automatically (dealer must be signed up with this product). The Nabthat platform gives dealers the ability to create specific Source rules. For example, dealers could exclude Costco customers from receiving a Certificate or they could create a pricing rule, increasing or decreasing the Dealer Discount amount for specific Sources. Rules can be set up to match the source of the lead. The dealer has complete control over their inventory, sources, and pricing.

Merchandising Tool. Most dealers utilize the Certificate Platform instead of their CRM to generate quotes on a daily basis, automatically and manually. The Certificates are used to incentivize the consumer to visit the dealership. It is a helpful tool for the salespeople because it easily re-establishes communication with lost leads. Manual Certificates can be generated for a variety of reasons such as: additional available discounts are found, monthly rebate has changed, the original Certificate has expired or perhaps the salesperson can provide an upgrade vehicle for a similar cost. Dealers state that they utilize the Certificate platform to increase engagement and foot traffic. The platform allows the dealer to search by make/model/trim, enabling them to send quotes on vehicles they are incentivized to move which generates excitement and urgency.

Reporting. Nabthat provides high-level information about the deliverability of the emails: open rate, number of times Certificates are viewed, as well as map, directions, and phone call clicks. Anything that happens within the platform and initiated by a consumer is recorded. Nabthat can match to sales as long as they have DMS access. There are also sophisticated security features that monitor salespeople logins and activity.

The dealer can tell when a Certificate was viewed and where the lead originated. An easy click allows them to communicate through emails, calls, or through Nabthat's own messenger application.

What do dealers say about Nabthat Retail Certificates?

"I can't always count on my salespeople to follow the right process on pricing. Especially with internet customers, I just want to have a responsive system that is accurate – no playing games with the price. We've had a manual process previously, but the Retail Certificate really helps me stay in control of my pricing."

Sergio Beltran
General Manager
Hemet CDJR