

TapClassifieds is a one-stop shop for single storefront dealers, dealer groups, and agencies who need to promote their inventory across multiple platforms using classifieds and social sites for lead generation. Sold.Cars product leverages machine learning and AI to increase sales. A key function of the platform is the Smart Syndication of inventory to Facebook Marketplace, letgo, OfferUp, and Craigslist. Machine learning algorithms decipher audience engagement patterns to determine optimum posting times, vehicle relevance, and local geography to achieve the lowest acquisition cost. TapClassifieds makes Facebook ads self-serve tools available for the dealer or agency who chooses not to take advantage of their managed services. Sold.Cars directs traffic to the VDP on the dealership's website or to responsive, mobile-optimized landing pages designed by TapClassifieds.

TapClassifieds' ChatHub unified messaging platform allows the dealership sales team to chat and text with prospects from Facebook, OfferUp, letgo, and SMS - all from their mobile device. All ChatHub leads are captured and sent to the dealership's CRM with a chat conversation transcript. To encourage engagement, CarBo, an AI-powered virtual assistant, steps in to instantly answer chat questions 24/7 and provide information that car shoppers are seeking.

The Problem:

Today's online marketing is fragmented with many advertising choices available for dealers. Car shoppers can find vehicle information on dozens of online portals and websites. Dealers need to market their inventory to all potential car shoppers on multiple platforms in order to increase reach, engagement, and sales.

How It Works:

Using a multi-platform strategy, Sold.Cars takes a direct inventory feed from the dealership, and syndicates that to next generation mobile classified apps (i.e. OfferUp and letgo), second tier classified platforms (i.e. Craigslist) and Facebook Marketplace. All network leads are captured within their messaging platform and sent to the CRM. All chats and text messages are routed immediately to the sales team's mobile phones via SMS. Sold.Cars helps dealerships reach, engage, and nurture car shoppers on popular websites according to user preferences.

Marketing Automation

Sold.Cars

Marketing automation platform enabling dealerships to sell more inventory and efficiently convert leads utilizing machine learning, AI communication tools, and syndication to next generation mobile classified apps, second tier classified platforms, and Facebook Marketplace for a better marketing ROI.



"Sold.Cars just gets better and better, for example, their AI chatbot, CarBo really helps drive traffic. It's definitely ROI positive for me."

Robert Smith
Strategic Partnership Manager
Carvana

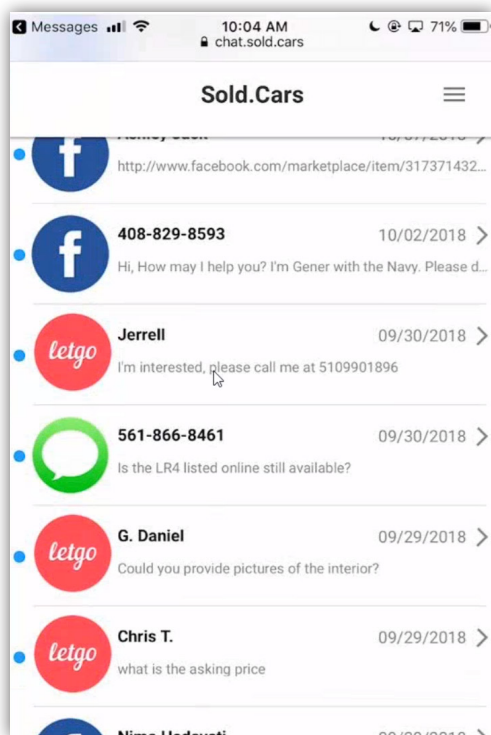


www.TapClassifieds.com

"We use technology to help our dealerships earn a better ROI on their marketing spend. The Millennials and Gen Zs are the fastest growing segment of car buyers. We enable dealerships to effectively reach and engage these demographics."

Jaideep Jain
CEO
TapClassifieds

New Features this Year. ***ChatHub*** - a unified messaging platform for all classified integrations; ***CarBo*** - an automated AI assistant who chats with customers, answers questions, and merchandises inventory; ***Sales Matchback*** - sales data matched to Facebook ad campaign leads, and integrations with two additional syndication platforms: OfferUp and letgo.

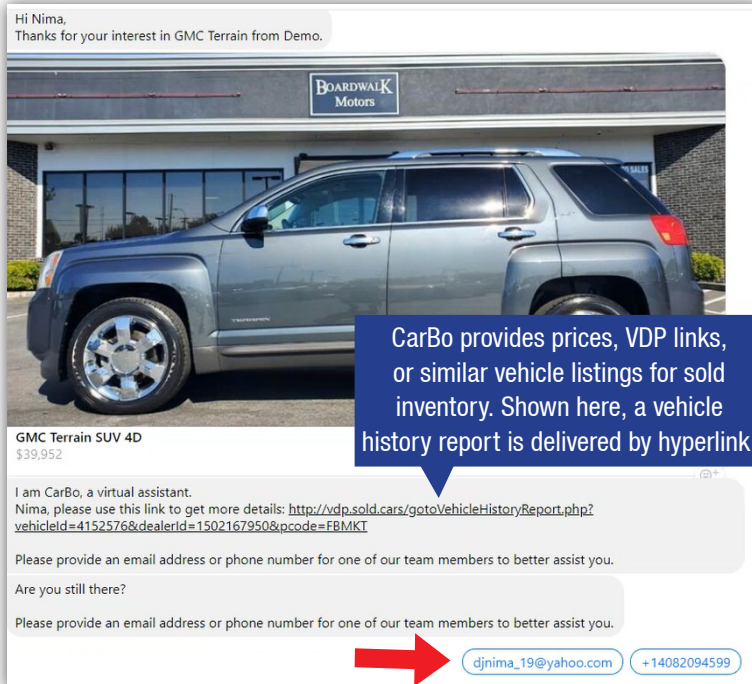


ChatHub. Each salesperson has a personal URL that is linked to their phone number. By accessing ChatHub, they can see all dealership conversations and respond to consumer texts or chats. ChatHub provides one-location consolidation of all the chat platforms: OfferUp, letgo, Craigslist, SMS, Facebook Marketplace, and Messenger. From the dealership's perspective, they don't have to integrate with all of these companies, and the sales team does not have to have multiple apps on their phone – Sold.Cars does the integration for them. Using the Sold.Cars platform, the sales team can communicate with shoppers no matter which platform the consumer is using.

New Integrations. TapClassifieds has expanded its classified networks to include letgo and OfferUp. Both of these classified websites have raised over one billion dollars in venture capital investment.

OfferUp has 80+ million app downloads, with automotive being a top 5 shopping category. This classified app has an average of 65 million monthly users. TapClassifieds has differentiating capabilities such as CRM integration, direct chat API, and no login requirements. letgo has 100+ million app downloads, making it the largest classified app for millennials buying and selling locally. Automotive has also become a top 5 shopping category on this app. TapClassifieds' integration with letgo has unique capabilities such as inventory filtering, CRM integration, direct chat API, and no login requirements.

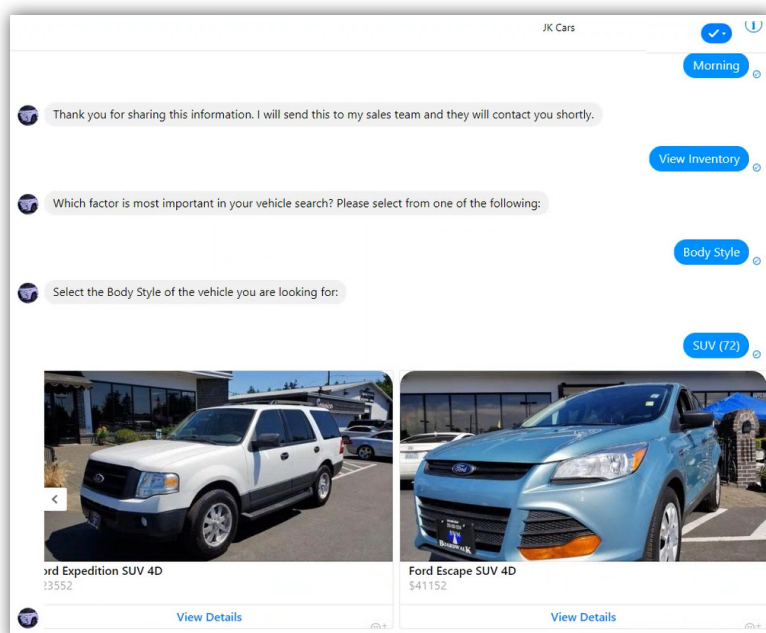
With Sold.Cars, dealerships can customize their inventory in real time by price, year, mileage, and even the minimum image number. The benefit of inventory customization is an increase in calls, chats, emails, and text messages.



CarBo. Sold.Cars' Chatbot, named CarBo, integrates with each of the network classified sites. CarBo answers most of the simple questions from the incoming chat lead. A primary goal is to elicit the shopper's contact information; these conversations are captured and logged into the CRM.

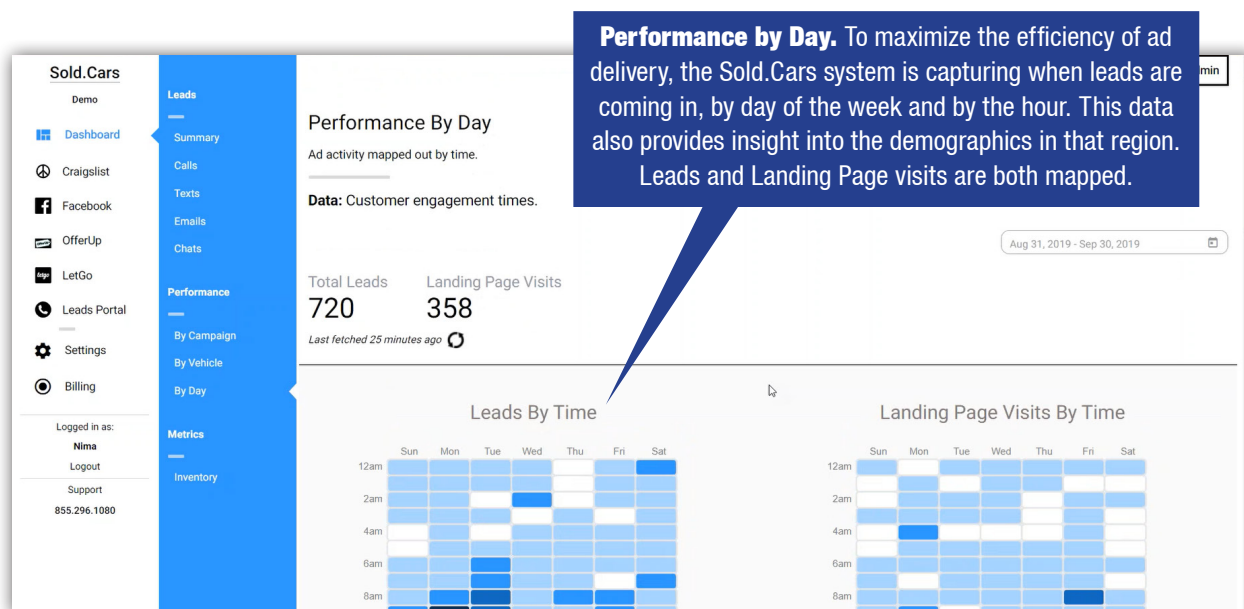
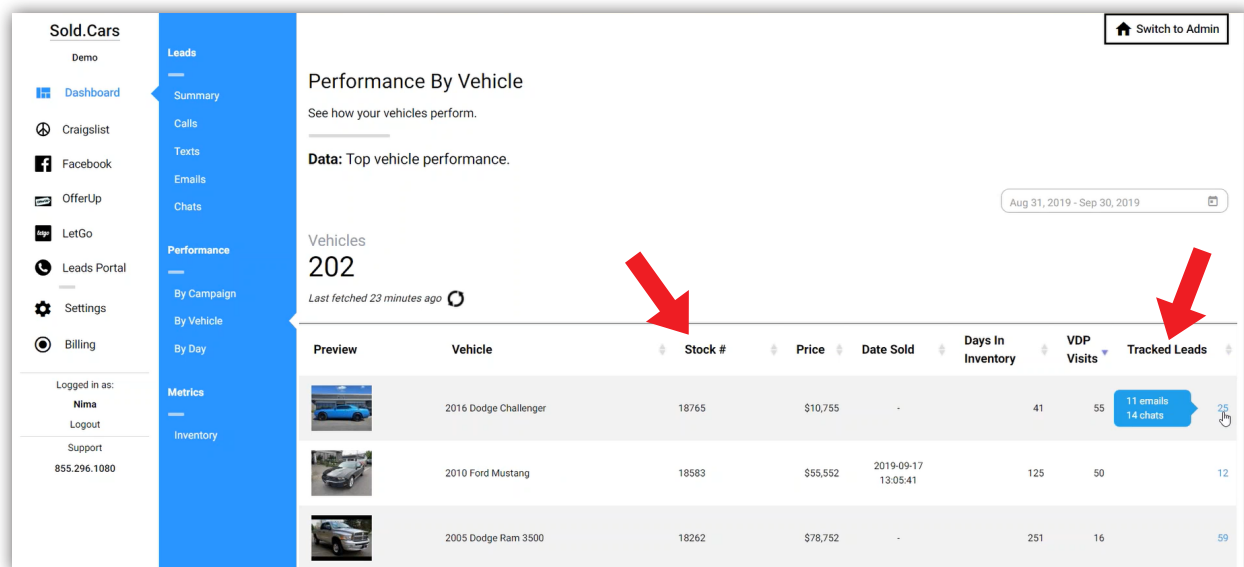
Sold.Cars can ping the Facebook Messenger API and put two bubbles on the user's screen that contains the salesperson's cell and email contact information (see red arrow).

A typical question asked of CarBo might concern vehicle history, in which case CarBo would deliver the CarFax report. To improve the flow of dialogue, the blue bubbles will suggest the next step the customer should take. *Do you want more VIN details? Do you want to view inventory? Do you want to contact the salesperson?* This response technology has increased lead conversion 5X. CarBo is always learning; looking at the accuracy and the intent of the responses. The flow will change based on the user's response. CarBo remembers previous conversations and the context of the intent as the dialogue continues.



CarBo will ask for the most important factor in the shopper's vehicle search: year, price, body style, or make. Then CarBo will deliver a filtered dealer SRP of the complete matching inventory.

Performance by Vehicle. This report shows a listing of the dealership's inventory and includes Stock #, Price, Date Sold, Days in Inventory, and how much traffic was generated. This report shows 11 emails and 14 chats for the Dodge Challenger. A click-through will bring up the details.

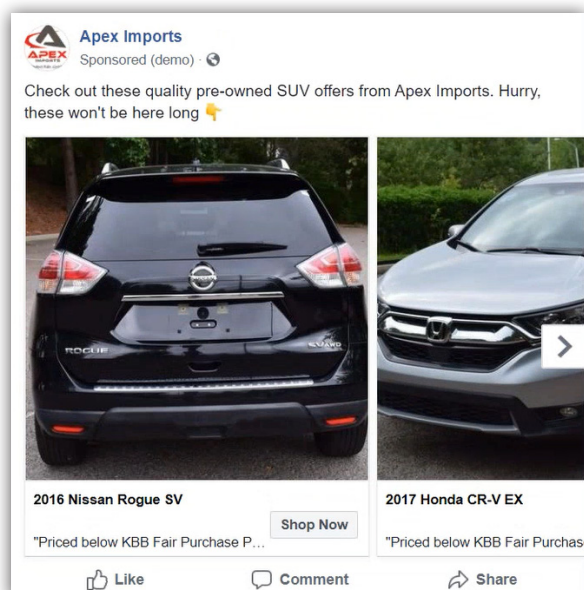


CARFAX Integration. Sold.Cars' newest partnership is with CARFAX. If the dealer has an existing relationship with CARFAX, they will provide the data about how many of their VINs are one owner vs multiple owner. CARFAX also provides service-based badges for ads based on the vehicle's service history and how it's priced. Sold.Cars can leverage that data to create campaigns based on CARFAX 'Good' or 'Great' deals.

Tile Settings. Sold.Cars constantly analyzes data to determine which combination of filters produced the best leads. The dealership can designate posting priorities: aged inventory, lowest priced, and newest additions. Smart Posting analyzes the market and the inventory and dynamically creates campaigns to synchronize the two. If the dealer wants only to post certain vehicles, they can select specific VINs or stock numbers. On the dashboard, dealers can view all their campaigns and the vehicles included. Clicking on the listing will pull up the live ad.

Leads Portal. NEW. Numerous agencies use the Sold.Cars system to insert tracking numbers (call/text) within their ads for Autotrader, Cars.com, etc. Sold.Cars will record all the calls and capture all the text messages within the dealership's CRM. Determining where leads are coming from is extremely valuable attribution information. The tracking numbers are easy to purchase, and they can be placed across different campaigns for attribution purposes. This product is white-labeled and available for purchase by agency partners or dealer groups. The leads portal can be purchased as a stand-alone product or used in conjunction with the rest of the system.

Facebook Inventory Ads. The largest growth in business has been in Facebook ads, based on its low cost and high effectiveness. Offering a managed inventory ads campaign called Facebook AIA, Sold.Cars takes the dealer's inventory feed and creates a Facebook catalog. When an in-market shopper is scrolling their newsfeed - Instagram, Messenger, or Marketplace - they come across the inventory ads and various vehicle images will cycle through the feed (see below on the left). If the shopper clicks on the vehicle, it takes them to the VDP on the dealer's website. There is a UTM in the referral link and with Google Tag Manager installed on the client's website, Sold.Cars captures this behavior; whether it's from Facebook, CarGurus, organic, etc. Reports will indicate which VINs the Facebook user is viewing and if they interacted with photos, clicked on widgets, or viewed the VDP. If they don't convert, they will be retargeted within their newsfeed over the next few days with the same type of inventory/VINs which they were viewing.



The second time the shopper clicks on the ad, they will be delivered a lead form pre-filled with the email address, name and phone number that is associated with their Facebook profile. By providing a pre-filled form, Facebook removes the friction from lead gathering.

A screenshot of a lead generation form for Apex Imports. The form is titled "Get your monthly payment terms from Apex Imports by providing your info below." It contains four pre-filled fields: "Email" (TESTLEAD@TEST.COM), "First name" (JOHNNY), "Last name" (CUSTOMER), and "Phone number" (US +1 (213) 555-5555). There are "Cancel" and "Next" buttons at the bottom right. A small image of a blue car is shown at the top of the form.

Attribution Improvements. NEW. Dynamic number insertion is now included on traffic ads. If a shopper comes onto the dealership's website, the Tag Manager will automatically change the phone number on the website so that Sold.Cars is able to generate attribution for those phone calls that are generated from the traffic ads.

Sold.Cars can capture the content that a shopper is viewing, including the VIN #. When they submit a lead, the original source is reported also. If the shopper scrolls through multiple pictures, that is included in the reporting and attributed back to the original source.

Call Logs. Sold.Cars sends notifications to the CRM with a phone number and a recording of all calls to the dedicated lines. This information documents the listing and the specific campaign.

The screenshot shows the Sold.Cars interface with a sidebar menu on the left containing options like Dashboard, Craigslist, Facebook, OfferUp, LetGo, Leads Portal, Settings, Billing, and Metrics. The main content area is titled 'Call Logs' and includes a 'Calls: Your call activity.' section. It displays summary statistics: Call Leads (91), Unique Callers (63), Average Call Duration (00:00:12), and Blocked Calls (0). Below these are filters for 'All Platforms' and 'All Campaigns', along with a 'Show Blocked Calls' toggle. A table lists individual calls with columns for Caller Number, Caller Name, Duration, Listen, and Download. Two callouts provide context: one points to the platform filter dropdown stating 'Each campaign has a different tracking number to ensure dealers understand which campaigns are working so they can optimize their marketing dollars.', and another points to the 'Listen' column stating 'Listening to the call allows the dealer to coach their team and remove friction.'

Caller Number	Caller Name	Duration	Listen	Download
+1-631-665-1848		00:00:12	▶	⬇
+1-631-708-6243		00:00:11	▶	⬇
+1-618-610-0682		00:00:12	▶	⬇
+1-718-873-7127		00:00:00	▶	⬇
+1-929-424-7121		00:00:12	▶	⬇
+1-618-610-0682		00:00:02	▶	⬇

With the change of spam laws, dealers now get spam leads. Sold.Cars' technology has a spam filter and blocks those calls to reduce wasted time for the sales team.

Dashboard. When the dealer logs into their portal, they see a visual overview of the campaign results. Calls, Texts, Emails/Form Fill Leads, and Chats are all documented by platform. The dashboard provides details on how the leads have performed over time and which inventory is receiving the most visits.

Campaign Performance. Reports can be generated for each platform. Below is a breakdown of six Facebook campaigns for this dealer that quantify Total Ad Reach, Click through Rate and Landing Page Views by campaign. Drilling down provides the cost per landing page view.

The screenshot shows a dashboard for 'Apex Imports Traffic - HEC Campaign' with the following data:

Client	Campaign	Ad Set	Total Ad Reach	Impressions	Clicks	CTR	Leads (Form)	Website Leads	Ads	Landing Page Views	Cost Per Lead
NORTH CAROLINA - DSYN - Apex Imports	Apex Imports Traffic - HEC	Electric & Hybrids Traffic	275	308	19	6.17%	0	0	View Ads	16	
NORTH CAROLINA - DSYN - Apex Imports	Apex Imports Traffic - HEC	Minivan Traffic	28	31	1	3.23%	0	0	View Ads	1	
NORTH CAROLINA - DSYN - Apex Imports	Apex Imports Traffic - HEC	Sedan Traffic	10,281	22,063	1,848	8.38%	0	0	View Ads	1,946	
NORTH CAROLINA - DSYN - Apex Imports	Apex Imports Traffic - HEC	Sports Car Traffic	10,676	21,725	1,825	8.40%	0	0	View Ads	1,900	
NORTH CAROLINA - DSYN - Apex Imports	Apex Imports Traffic - HEC	SUV Traffic	24,595	30,021	3,155	10.51%	0	0	View Ads	3,519	
NORTH CAROLINA - DSYN - Apex Imports	Apex Imports Traffic - HEC	Truck Traffic	6,060	6,881	458	6.66%	0	0	View Ads	452	

On their customized reporting, the dealer may want to track how many leads are being generated, the cost per lead, how many VDP visits, cost per VDP visit, etc. For dealer groups, the report can drill down into how each dealership and region is performing.

Transparency. Dealers can log into the posting system and see how the campaigns are being managed by Sold.Cars and the filters that are being used. They can elect to change the campaigns using their backend tool. Sold.Cars is very transparent with dealership partners about how the campaigns are performing – across the different lead types and across different platforms.

Sales Matchback. The biggest issue on providing Sales Matchback is receiving sales data from the dealer on a regular basis. If a dealership provides the data, it can be plugged into Facebook Ad Manager, and it will be matched to a Facebook profile of those buyers. Sold.Cars runs algorithms to determine if those profiles viewed one of the ads that was served or clicked.

The screenshot shows a report for 'Facebook Inventory Ads - Dealership A - Pre-Owned' with the following summary:

- Reached **44,123** In-Market Auto Shoppers
- Made **173,711** impressions
- Drove **3,537** clicks to their website
- Attributed **63** sales matchbacks

The table below shows attribution data for four campaigns, categorized by 'View Attribution' and 'Click Attribution'.

View Attribution			Click Attribution		
1-day	7-day	28-day	1-day	7-day	28-day
4	5	7	1	2	3
1	2	3	1	2	2
1	2	2	1	3	4
4	7	7	1	3	5

This report for four Facebook Inventory Ad campaigns confirms 44,123 in-market shoppers were reached, driving 3,537 clicks to the dealer's website, and 63 sales matchbacks were found.

View-to-sale and click-to-sale attribution is provided.