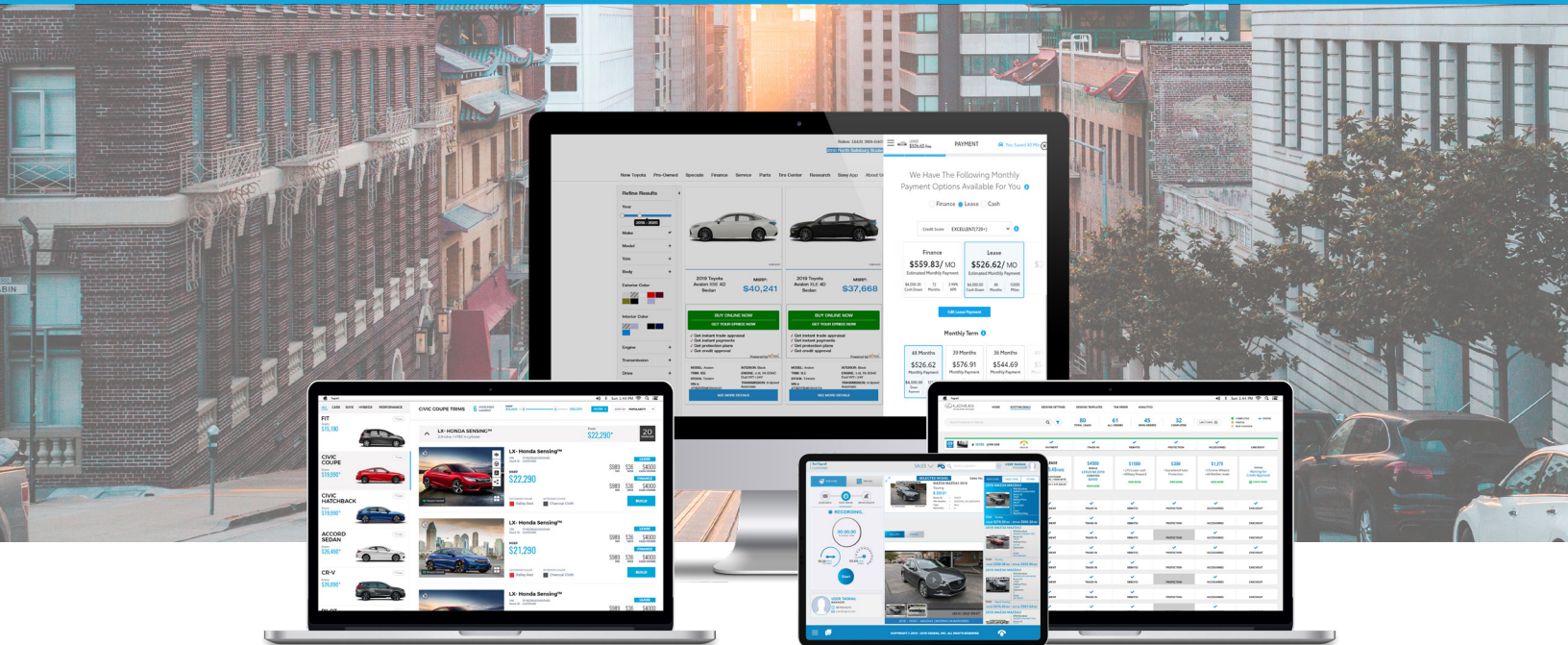# TAGRAIL DIGITAL RETAILING PLATFORM

BRIDGING THE GAP FROM THEIR LIVING ROOM TO YOUR SHOWROOM

TagRail provides the most cohesive omni channel shopping experience available in the automotive industry, combined with the premium customer service dealers should expect from their digital partners. Our mission is to revolutionize the customer experience at the dealership, whether online or in-store by bridging the gap between the living room and your showroom. From online retailing to in-store app, our set of tools will empower your dealership to sell more cars without disrupting your existing sales process.

## TAGRAIL - EMPOWERING THE CUSTOMER EXPERIENCE

With TagRail, dealers get a single platform that integrates with any website provider and allows the shopper to either buy online or finish their deal at your showroom location without restarting their process. From customer insights to building custom email campaigns to desking a deal, our solution is designed to help you sell more cars, with minimal disruption to your existing process -- which translates to higher employee adoption.

WWW.TAGRAIL.COM | CONTACT@TAGRAIL.COM

TAGRAIL DIGITAL RETAILING PROGRAM

CUSTOMER JOURNEY INSIGHTS

TagRail captures user activity throughout the process, providing the dealer with accurate shopping behavior and visibility into the customer's steps through the sales funnel. This data points to opportunities for continuous improvement and analysis while it pushes hot leads and order-pending opportunities to the dealership CRM. Mobile flexibility puts all deals on sales consultants smartphones and other mobile devices for easy lookup and modification.
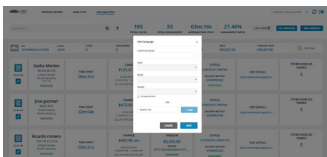
INTEGRATED ANALYTICS & CAMPAIGN MANAGEMENT

TagRail integrates with Google Analytics to empower you with the transparency and data to make informed decisions about your marketing efforts. Identify which campaigns drive the most conversions, top exit and entry points, all the way down to the VIN level. Initiate campaigns right from the customer management portal and create urgency for customers to complete their deal.

TAGRAIL DIGITAL RETAILING PROGRAM

TagRail Digital Retailing Premium Solution - $1,199 / month

- Customer Facing Digital Retailing Platform - Website Add-on
- Integration with Trade Pending for Trade-In Reports
- Ability to add Finance Products and Accessories to final payment amount
- Dealer Facing Portal
- Desking Tool
- Integration with Google Analytics
- VIN Analytics to measure engagement
- Customer Communication Portal
- Customer Outreach & Campaign Tools
- Ability to send pricing updates to customers
- Customer Journey Insights Tool
- Integration with DealerTrack for full digital e-contracting solution
- Base Integration with I-CARX iPad application

A La Carte Services
 On-Site Training Per Day $1,999