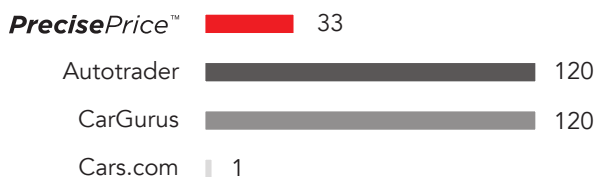


Precise Price Proof: A Case Study

LET'S LOOK AT THE ACTUAL NUMBERS

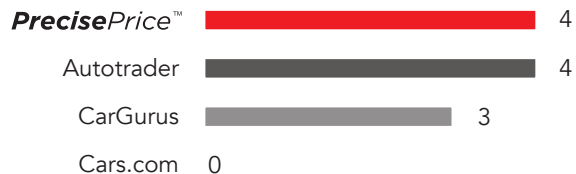
3-Month Sample Data from PrecisePrice User

LEADS GENERATED



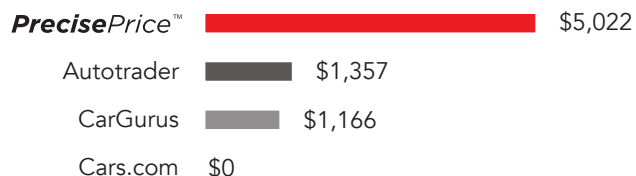
ALL INTERNET LEADS: **3,263**

CLOSED DEALS



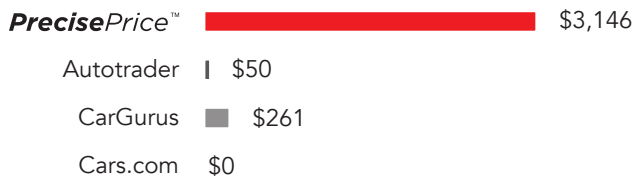
ALL INTERNET LEADS: **113**

GROSS AVERAGE PER COPY



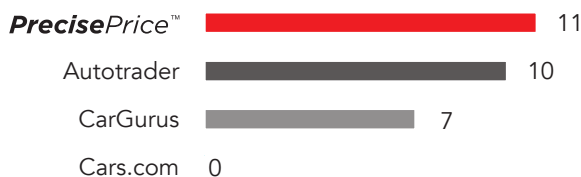
ALL INTERNET LEADS: **\$1,404**

F&I GROSS PER COPY



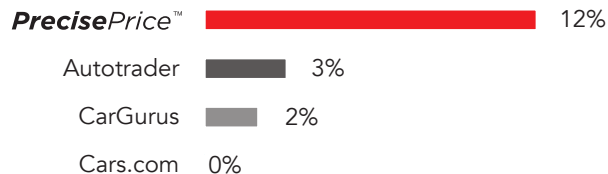
ALL INTERNET LEADS: **\$842**

STORE VISIT



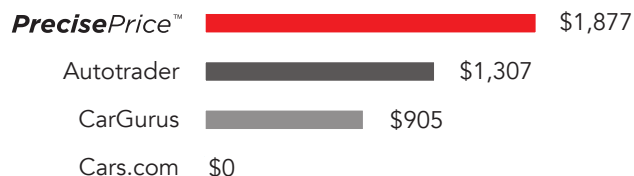
ALL INTERNET LEADS: **293**

CLOSING RATIO



ALL INTERNET LEADS: **3%**

FRONT-END GROSS PER COPY



ALL INTERNET LEADS: **\$561**

A growing number of car buyers want to start the car buying process online. PrecisePrice by DealerSocket gives them the power to build their deal from anywhere. And with full integration with DealerSocket CRM, it's easy to pick up where they left off at home when they arrive on your lot.