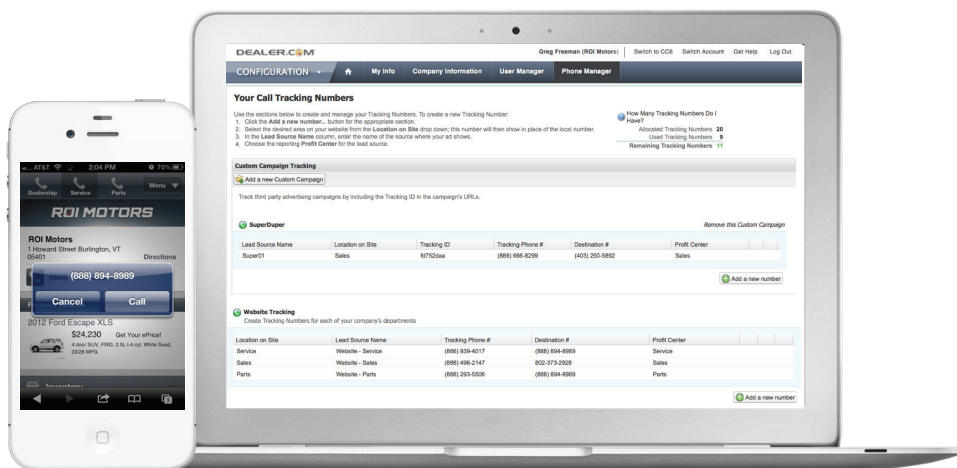




Convert callers into customers!

Phone leads will never slip through the cracks again. CallTracking™ digitally records and converts every call from your toll-free party advertising numbers into a lead delivered right to your ControlCenter™.



Key Benefits

Capture Every Call: CallTracking provides toll-free phone tracking numbers for every department and converts each call into an email lead that is delivered to a dealer's ControlCenter.

Identify Every Phone Call: Caller's phone number and contact information are stored in ControlCenter and can be used for future phone, email and mail campaigns.

Call Recording: Calls are recorded and can be saved for 30 days to replay for training and quality assurance.

Manage & Add Numbers: Add a new toll-free number for your website (or any type of advertising) and create/manage new ad sources directly from ControlCenter.

Custom CallTracking Analytics: Track the effectiveness of every ad campaign with call metrics and caller demographics.

Toll-free Numbers: Customers can conveniently contact your dealership while avoiding long-distance charges.

Call Recording Alert: Callers are alerted to call recording and monitoring in all states that require disclosure.

Do Not Call List: Contacts can be marked as "Do Not Call" in ControlCenter if a customer requests not to be contacted by phone or email.

Studies show that consumers prefer calling to form submissions by a ratio of **8 to 1**, because it's familiar and it's the quickest way to contact a dealer directly. Comscore reports that **63%** of people complete their purchase offline following their search activity.