



FOR IMMEDIATE RELEASE

DriveltNow Delivers Better Closing Rates and Lower Cost-per-Sale Than Other Lead Sources for Nielsen Auto Group

Cincinnati, OH, October 13, 2013 — DriveltNow, a provider of online pre-qualified monthly payment marketing technology, today announced that Nielsen Auto Group is achieving better closing rates and lower cost-per-sale on leads generated by DriveltNow than on leads generated by any other source. The five-store group based in northern New Jersey delivers closing rates from twelve to twenty-five percent on Payment Pro's credit-analyzed leads, with an average Cost-Per-Sale (CPS) of \$200 per vehicle, compared with an average \$400 CPS for leads generated by traditional advertising methods.

"DriveltNow is the best new product I've seen in fifteen years," said Bob Boff, IT Director for the Nielsen Auto Group. Boff oversees Internet spending for the group, including selecting and analyzing lead sources for three Chrysler franchises, one Hyundai franchise and a used-car-only center.

DriveltNow is a payment-based conversion tool for auto dealer websites. When Boff heard about it in the fall of 2012, he liked the simplicity of each vehicle on a website having a payment button next to it. He tried it out initially in three Chrysler stores. "Seventy to eighty percent of customers are payment driven, and they like seeing the different payments next to each vehicle. It allows them to comparison shop in a payment range they're comfortable with."

DriveltNow analyzes customers' credit without requiring them to enter personal information such as a social security number (SSN) or date of birth (DOB). DriveltNow pre-qualifies customers for payments on VIN-specific vehicles using the dealers' finance programs, then instantly generates a lead that includes the name, contact information, vehicle of interest, pre-qualified monthly payment amounts and credit eligibility information.

Currently the five stores receive an average of fourteen to twenty DriveltNow leads per month. "Closing rates vary based on the skill of the salespeople, but none of the stores close less than twelve percent of the leads and the best store consistently closes around 25 percent of the leads," said Boff. To help increase the volume of leads

generated, he is in the process of adding DriveltNow's mobile solution to the auto group's mobile websites. "I've already noticed that the mobile implementation is resulting in greater lead generation and I'm excited about the potential."

To analyze the performance and value of lead sources, Boff relies on CPS as his primary measurement. "With traditional advertising, it costs us \$400 to sell a car. With DriveltNow the monthly fee divided by the number of cars we sell every month results in an average CPS of about \$200 per vehicle."

DriveltNow's low CPS is currently delivering a greater value than other conversion tools and lead sources that Nielsen Auto Group is using, including chat, Search-Engine-Marketing (SEM) and display advertising. "My chat leads are down twenty to twenty-five percent this year," said Boff. "Customers are in control these days and they want the information quickly. It depends on the salesperson of course, but if customers can't get their questions answered instantly on chat, they won't give you their name or phone number or e-mail, so you can't even put them into the system as a lead."

Boff has also been experimenting with pay-per-click and display advertising on the Internet. "We're spending thousands per month and we're getting fewer e-mails and phone calls than we did last year," said Boff. "It's kind of confusing. On one hand our traffic is up 38 percent, but the bounce rate is astronomical, around 80 percent. Customers click over to our page but they immediately leave, and we have to pay for that."

The other lead sources that Boff relies on are independent Internet leads from AutoUSA as well as other providers. "I like buying leads; you're getting people who are shopping on automotive sites who are in the market," he said.

Boff will continue to use DriveltNow on the Nielsen Auto Group websites. "If you're looking to enhance your website for better conversion, it's a product that will increase the number of leads and help you sell more cars at a fraction of the price of other lead sources."

About DriveltNow

DriveltNow's patent pending truPayments® technology offers proven car shopper engagement that generates more sales and profits for dealers. DriveltNow services are available to the automotive industry, including dealers, OEMs, lenders, website providers, and third-party retailers. DriveltNow powers Autobytel's Payment Pro service,

Dominion Dealer Services's MyPayment and GoMoto's Xpress Shopping in-store Kiosks. More information is available at www.DriveItNow.com.

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