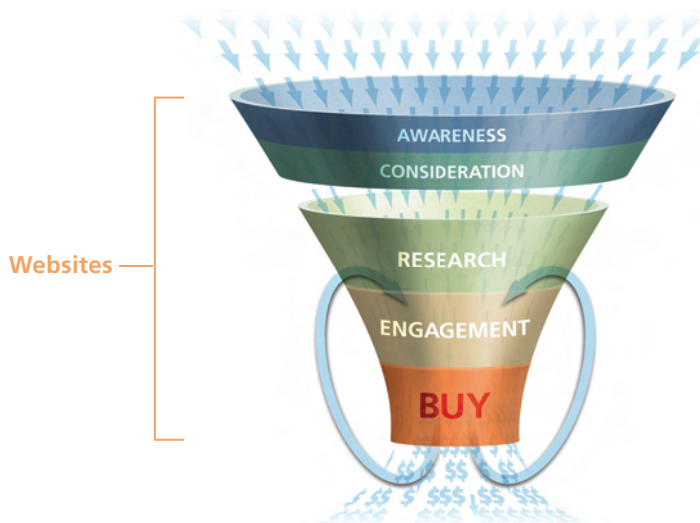


Maximize your marketing to drive more sales to all your profit centers with a Cobalt Dealer Website.



Let's face it – online is your primary source for effective marketing and your dealer website is the key to your online presence. With over 75% of consumers using the Internet to research, shop and maintain their cars, your dealership needs a high-performing website that supports the consumer buying process while enhancing your marketing efforts. Cobalt's dealer websites, along with our comprehensive suite of automotive marketing services, are designed to maximize consumer conversion and drive sales to of your profit centers.

Ask yourself, what does your current website do for you? If your answer doesn't include tracking campaign effectiveness, generating more sales for all profit centers, and lowering your advertising cost per vehicle, then your website is underperforming. With over 13 years of experience in automotive online marketing, Cobalt has the knowledge and experience to deliver high performance websites that will maximize your marketing efforts and drive more sales.



Guiding Shoppers to your Showroom

Cobalt gives you the marketing tools, insight and expertise to manage your marketing "funnel" the same way you manage your showroom. From awareness of your brand to shoppers researching inventory and engaging your sales staff, no other vendor has the range of digital marketing products and services you need to sell more cars at less cost.

Cobalt Website solutions support your marketing funnel at every stage. As the hub of your online marketing activities, all of your advertising should be designed to draw consumers to your site and with a ultimately into your showroom.

Your most powerful asset

A Cobalt dealer website provides you with a powerful marketing asset to maximize consumer conversion throughout the entire purchase process, integrate with all of your marketing efforts and drive sales to your profit centers.

KEY FEATURES AND BENEFITS INCLUDE:

OEM Referral Leads

Cobalt is an endorsed website program provider for many OEMs. If your dealership carries any of these brands, your Cobalt website will receive a steady stream of referral leads from your OEM's website.

Advanced Search Optimization

Today most consumers start their purchase process at a leading search engine such as Google™ or Yahoo.® Cobalt websites, along with our ProCare support service, ensure that your website is continuously tuned and optimized to achieve top rankings on leading search engines.

Inventory Merchandising

Cobalt's sophisticated inventory search and display engine keeps buyers on your site and drives them into your showroom. Cobalt polls your DMS system for up-to-date inventory data, and then enhances it with a presentation of standard equipment, installed options, technical specs, and a printable brochure. We provide 360-degree vehicle spins, multiple stock photos, and OEM color options – all important elements that improve engagement in your site.

Service and Parts Orders

You have long valued the Internet as a source for vehicle sales leads. Cobalt provides you the tools to go further and engage your customer during the entire vehicle ownership lifecycle. Your Cobalt website will enable you to provide online service appointment request, service specials, and parts order forms – all designed to keep your customers coming back.

Align your Advertising

Cobalt's website management tools enable you to make fast updates to website content and keep it in sync with traditional ad campaigns such as TV, print and radio. And only Cobalt offers a fully integrated digital marketing service that provides Tier 1, Tier 2, and Tier 3 integration – allowing you to leverage the benefits of national and regional ad campaigns. Real time lead reports let you track the effectiveness of each campaign so that you know what is working.

Specials and Promotions

Cobalt's marketing tools make your dealership's specials and promotions attractive and easy to find. By using simple website wizards, your specials and promotions will attract attention and motivate shoppers to take action. Cobalt also offers Flash®-based pop-up coupons, making it easy for prospects to submit leads. These same tools generate real time lead reports, allowing you to identify which campaigns attract in-market buyers.

Performance Reporting

Cobalt's analytics and industry-leading customer monthly reports are the keys to giving you the information you need to measure and increase your ROI. By leveraging your website as a marketing hub, you can easily track traffic sources, campaign effectiveness (including both online and offline) and conversion in a single report. In addition, Cobalt's reports feature an on-demand, combined view of email leads, phone leads and estimated walk-ins generated from online marketing. Knowledge is power and Cobalt's dealer website reporting gives you the knowledge to make the right decisions.

Improved Marketing

Cobalt provides so much more than just a website – we provide an important and proven tool that will help improve your marketing effectiveness and drive more sales. A Cobalt website works seamlessly with other marketing tools to maximize conversion in the consumer buying process – including Display Advertising, Paid Search, tracking phone numbers, and Owner Marketing. In addition, training is included to insure you know how to best utilize your Cobalt website and tools. Training is available through online live classes as well as our online Rapid Skills Development courses for those who want to learn at their own pace. When you put it all together – training, performance, tracking and reporting – a Cobalt website will improve your marketing and drive more sales.

Isn't it time that you find out what more than 10,000 Cobalt website customers have known all along? Cobalt has everything you need to create and convert more opportunities.

To learn more about leveraging the Internet to enhance your advertising and marketing effectiveness, contact Cobalt today. Email sales@cobalt.com or call your Cobalt representative. **866.401.2233**

