



THE No. 1 SALES-IMPROVEMENT SOURCE FOR THE AUTOMOTIVE PROFESSIONAL

auto

SUCCESS

TOP 10

COMPANIES TO WATCH IN

2021

JANUARY 2021

Although the automotive industry continues to evolve...

...Around the way consumers research, buy and service vehicles, dealers continue to compete, implementing marketing strategies and technologies with the hope it will drive new sales and service business as well as retain existing customers. With hundreds of companies offering “the best” services — from niche programs to full-service marketing campaigns — dealers are bombarded by a time-consuming, often confusing research process that doesn’t always yield effective results. As a result, we are releasing the **Top 10 Companies to Watch in 2021** to help dealers, OEMS and automotive industry allies identify innovative businesses breaking the mold in the industry. In summary, the companies on this list are leading the industry and achieving measurable results for some of the most demanding and successful dealerships, associations and OEMs in the automotive space.

D R A I V E R



OFFERLOGIX

TeamVelocity®



SOCIALDEALER®

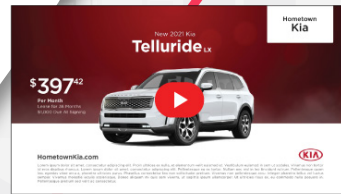
CarStory®



AdvidVideo.com
703-783-4659

Automated dynamic online videos.

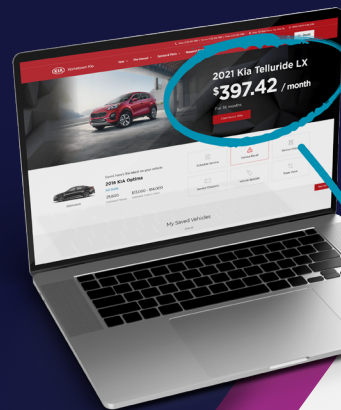
Advid is an automated dynamic video solution revolutionizing video marketing in the automotive industry. It automatically produces unlimited high-quality video ads on the fly and uploads them nightly to YouTube, making it the most scalable and cost-effective platform on the market. Each ad meets all state and OEM-compliance regulations as well as reflects every change in vehicle pricing, incentive, disclaimer and more. Advid helps dealers reach the ideal audience with the relevant video messaging every single time. With Advid, video marketing is easy for everyone – OEMs, associations, dealers and their agencies – providing unlimited videos that trigger store visit attributions for accounts that qualify through Google. While the automotive industry’s average cost-per-view is \$0.12 with only a 20% view rate, Advid’s cost-per-view is \$0.05 with 36.57%. Stellar performance means that this platform gives customers more reach for less cost that garners real results. Experience the true potential of video – with the ease of unlimited creative automation in just one click with Advid.



TeamVelocityMarketing.com
703-783-9572

Frictionless customer experience, from beginning to end.

Team Velocity designed Apollo to put the customer experience first, creating a frictionless experience that customers trust. With Apollo, you have one technology platform with a suite of integrated applications that simplifies your processes and reduces costs by eliminating the need for multiple vendors and plug-ins. Apollo ensures consistent offers, creative and messaging across every online and offline customer touchpoint and provides an Amazon Prime-like experience for every customer, with personalized websites dynamically configured to their specific information. Apollo’s intelligent and personalized campaigns not only deliver a better customer experience, but are proven to increase sales and service growth year over year.





RedCap.com

866-337-9390

Modern experiences for out of store and in store customers.

RedCap is changing the way customers experience "out of dealership" purchases and services — creating a more seamless, efficient journey that gives customers back their time and peace of mind. Studies show that out-of-store sales and service experiences improve customer retention, bringing it to 92% for in-warranty and 85% for out-of-warranty — and because they're enjoying it so much more than in-store, they are spending an average of \$298 more per RO. With RedCap's technology, dealerships can provide customers with the same options out-of-store as in-store when servicing their vehicle — such as same-day pick-up and delivery. This purpose-built platform for auto retailers provides an easy, efficient and branded experience for not only customers, but dealers as well. It integrates with a dealership's DMS and branding for quick booking and powerful reporting and uses that store's processes and rules to complete service tickets or line up customers for test drives when service appointments are booked. RedCap also offers Lyft integration, which allows for Shuttle OnDemand, Parts OnDemand, Roadside OnDemand and Lyft credits. This option enables dealers to eliminate costly shuttle vans, reduce loaner fleets and reduce reliance on rental cars and is available with no set-up hassle, no monthly subscription, no minimums and dealer-determined spend. RedCap is rewriting the way customers and dealers engage in transactions and spend their time and money.



Tier10.com

888-293-7584

Results Matter.

Tier10, founded in 2008, is a full-service advertising agency specializing in Tier 2 automotive. The agency has worked with some of the largest dealership groups and dealer associations in the country. Since focusing exclusively on the Honda and Acura associations, Tier10's custom, regionally tailored creative and digital and data-driven marketing strategies have successfully and substantially increased its clients' market share, simultaneously raising the industry standard for automotive social and creative marketing.



CarStory®

🌐 CarStory.ai

📞 888-685-8227



Drive happily ever after.

CarStory utilizes the power of local and national car-buying data to help consumers interested in buying used cars save time and money when shopping for the car of their dreams. CarStory analyzes consumers' car specifications and matches them with personalized and relevant choices in their local market. With robust technology, CarStory aggregates all used car information from make and model to location and color — and identifies the perfect used car regardless of the dealership, vendor or inventory lot. This gives consumers the insights they need to make a better and smarter decision when shopping for used cars today.

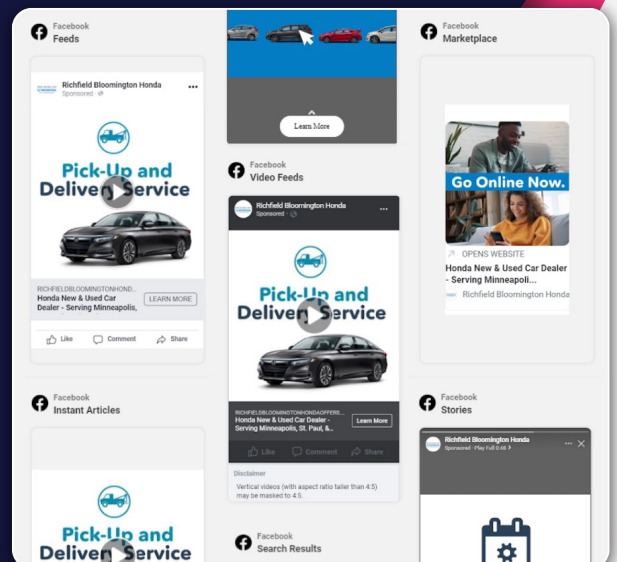
SOCIALDEALER®

🌐 SocialDealer.com

📞 866-673-7887

The premier social and reputation partner.

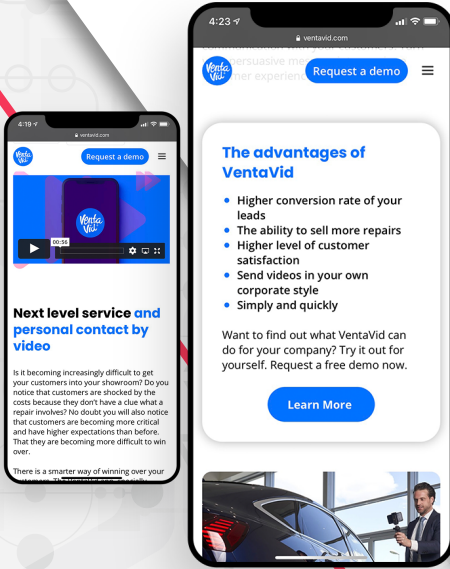
Washington, DC area. With an entire Facebook Blueprint Certified team, SOCIALDEALER continues to set best practices for social in the industry. Put any dealership on top with social advertising (Facebook Blueprint Certified Management), organic social management, reputation management with review generation, SEO and content management, Facebook Marketplace and the all-new Facebook advertising service. Now dealers can enhance their social marketing with completely automated and unlimited VIN-based ads downloaded directly from their dealership's new and used inventory. This brand-new enhancement equips dealers with the ability to advertise every model they sell or vehicle they service with unique messaging, dynamic payments and OEM incentives all while adhering to the consumer's specific needs on Facebook, Instagram Messenger. SOCIALDEALER helps dealers communicate directly with customers in real-time with high-quality, consistent messaging and allows them to target new in-market shoppers and buyers with ease. Dealerships will build a business, increase engagement and drive customer retention and loyalty. Sell and service more cars profitably through social media with the social experts at SOCIALDEALER.





 VentaVid.com

 [844-996-3700](tel:844-996-3700)



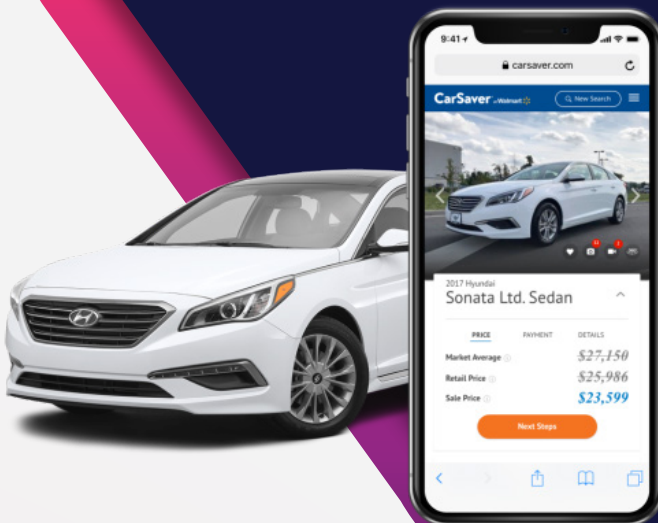
The video app for the automotive industry.

VentaVid is the latest and greatest video application for the automotive industry. VentaVid enables dealers across the nation to interact with prospective car buyers and current service customers with next-level service and personal contact by video. With top-grade technology, VentaVid sends out high-quality videos with customized email templates based on dealership and OEM branding to webpage car shoppers. This technology brings the showroom floor directly to your consumer without them having to set foot in the dealership. VentaVid provides dealers with the necessary tools to interact with consumers by phone or tablet to show them firsthand car features, specialties or even service debriefs and next repair steps. Turn your persuasive message into a unique customer experience with state-of-the-art video communication designed to sell, service and convert more leads.



 CarSaverDealers.com

 [800-755-1327](tel:800-755-1327)



Car buying made easy.

While e-commerce has become the norm for all manner of goods — books, travel, groceries, electronics — auto sales have lagged behind, still requiring a visit to the dealership to complete the transaction. CarSaver's industry-leading ecommerce platform automates the entire online buying process, from the first click to home delivery. CarSaver's digital retail platform is the first and only enterprise platform where consumers can buy, finance, lease, insure, maintain and sell all the top brands of new and used vehicles 100% online. CarSaver's e-commerce platform is currently being utilized by car companies, dealers and trusted brands, like Walmart, SHOP.com and Nissan, to power their online buying programs.

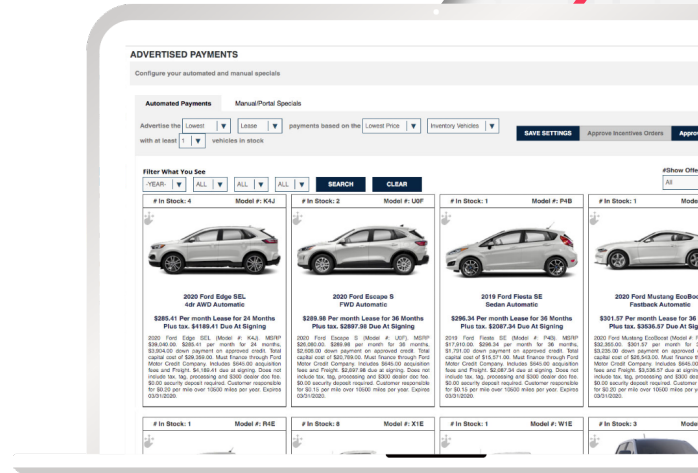
OFFERLOGIX

OfferLogix.com

703-386-7294

Dynamic offers made simple.

OfferLogix is the pioneer in lease and loan payment advertising for dealers, OEMs and online portals. Its proprietary technology and related web services allow accurate and fully disclosed lease and loan payments to be generated and displayed on vehicle lease advertisements, listings, specials, brochure pages, etc. OfferLogix is fintech that powers your adtech. This technology is revolutionizing how lease specials and payment advertising are created and displayed on the web. This gives dealers the capability to display real payments on real vehicles through multiple mediums — dealer websites, social media and their unique digital marketing — and enables them to standardize payment offers and disclaimers across the board. While most new car dealers advertise estimated payments on their website, OfferLogix allows dealers to advertise specific vehicles to specific consumers — including each vehicle's MSRP, disclaimer, cost, features and more. By providing the actual vehicle in that dealer's inventory, the platform eliminates the disconnect between the customer, the generic advertisement with the perceived cost and the dealership. OfferLogix also powers some of largest Ad tech, Deskings, CRM, Digital Retailers and DMS providers in the USA and Canada. Unique technology accurately calculates lease and loan payments according to OEM national and regional program guidelines, with applicable rebates, incentives and display already factored in. With OfferLogix, consistently and easily attract, engage and convert more customers with relevant and real lease and loan payments across all marketing mediums.



DRAIVER

Draiver.com

866-412-6475

Vehicle relocation got smart.

DRAIVER provides its customers with a fast, reliable and cost-efficient solution when it comes to vehicle relocation. With sophisticated AI technology, DRAIVER takes the manual process out of coordinating drivers to move vehicles, people and packages. Use the AI Logistics platform to orchestrate all of your own porters and drivers or leverage the DRAIVER marketplace that vets the perfect driver for your needs while providing each trip with constant route optimizations, termination to origination points, rideshare vs chase vehicles, and customizable real-time reporting and analytics. This platform enables dealers and OEMs to coordinate drives with their internal drivers, DRAIVER's network drivers or a combination of both. Move any vehicle, anytime, anywhere with DRAIVER.



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