

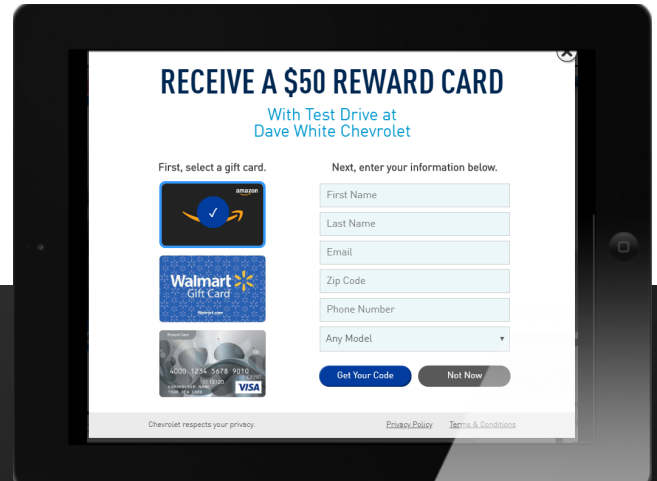


AUTOHOOK BEST PRACTICES GUIDE

HOW TO REDEEM AN AUTOHOOK TEST DRIVE OFFER

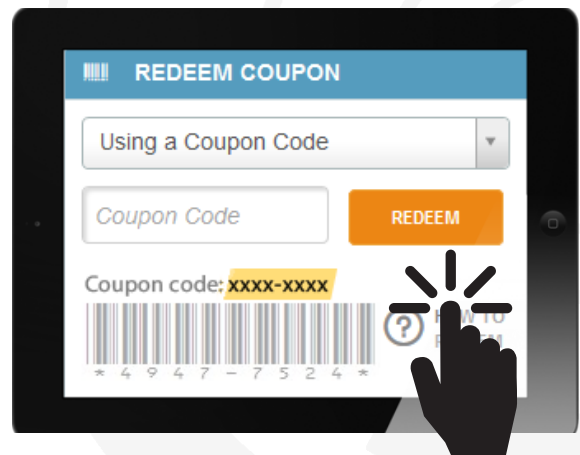
The test drive redemption process is simple and takes less than 30 seconds to complete and deliver the electronic gift card. All customer-facing employees should be aware and knowledgeable of the program. They also need to know who at the dealership has login credentials and can redeem test drive offers.

For the best customer experience, we recommend redeeming the incentive either during or after the customer completes their test drive.



FOLLOW THE 30-SECOND REDEMPTION PROCESS BELOW

1. Go to DriveAutoHook.com and click "Client Login" at top of the page.
2. Enter your username and password. Then click "Redeem" at top of page.
3. Enter the 9-digit code located on the offer the customer brings in. Make sure to include the "-" and no spaces. You can also search by email, phone and last name.
4. Click "Redeem."
5. Customer will instantly receive the electronic gift card in their email inbox.



BEST PRACTICES TO CONVERT AUTOHOOK TEST DRIVE OFFERS INTO SALES

The AutoHook Best Practices guide is designed to provide your dealership with all the information, tips and tricks you need to get the most out of AutoHook. In this guide, you will find best practices for all dealer employees, call scripts, and other ways to leverage AutoHook private offers in other areas of your dealership.

1. Set up 3-4 users at each dealership

We recommend providing at least 3-4 users with access to the redemption portal to ensure great customer service. Ideally, users should include a decision maker (GM or GSM), an appointment scheduler for lead follow up (Internet or BDC), and employees to handle redemptions on the sales floor (Sales Managers, Receptionists, etc.). Make sure everyone has their own login credentials. Avoid sharing logins to maintain security at the dealership. [*See next page for user best practices.](#)

2. Educate Your Team

Once your team is set up with login credentials, it's imperative to educate your staff on AutoHook offers and how to complete a redemption. Any customer-facing employee should be aware of the program and know who at the dealership has the ability to redeem. For example, if a customer presents the offer to your receptionist, the receptionist should know which team members are able to complete the redemption.

3. Redeem Immediately

We highly recommend completing redemptions while customers are still at the dealership or while taking their test drive. Before redeeming an offer, confirm all contact information is correct and that their mailing address matches the address on their driver's license. Verifying their email is most important because all AutoHook offers are virtual e-gift cards. When the redemption process is complete, the e-gift card is instantly emailed to the customer to activate and use. To provide the best experience, confirm the customer received their gift card before they leave the dealership.

4. Utilize Reporting

The AutoHook Portal includes a "Lead History" report, in the reporting section. This report is a real-time assessment of all your leads. It includes the customer's contact information, which offer they received, and provides a status. The status columns are measure by dates and include:

- Issued - The date the incentive was presented to the customer
- Viewed - The date the customer engaged with the offer
- Redeemed - The date the incentive offer was redeemed at your dealership

Incentives that have not yet been redeemed are great opportunities for your BDC/Internet team to follow up with. Leverage the incentive as a talking point over the phone to encourage them to visit your store. If needed, your team can quickly resend the offer to the customer within the action column of the report. Our most successful dealers use the Lead History report daily to see which leads in the last 24 hours have received an offer, but have not yet scheduled an appointment to come in. [*See call script section below for successful follow-up talking tracks.](#)

THE DEALERSHIP TEAM: USER BEST PRACTICES

You have the ability to set up as many of your employees up with access to the AutoHook portal as you would like. In addition, you can customize their access within the AutoHook Portal. For example, you may want your sales team to be able to redeem the test drive incentives, since they are interacting with the customers; while at the same time, your BDC team may need more insight into reporting for following up. Each of your employees can have their own access, depending on what part of the AutoHook process they spend their time in.

Recommended: It is highly encouraged that the following team members have their OWN login credentials.

- **General Manager**

The General Manager should have access to AutoHook, mainly for reporting purposes. With access to the system, AutoHook sets up weekly emailed performance reports. It is important for the General Manager to have access to the portal, but more important for the General Manager to be aware about the performance of AutoHook.

- **General Sales Manager**

The GSM is a great liaison between the management team and the sales team. Access to the AutoHook portal allows the GSM to handle redemptions of the AutoHook offers, engage with the AutoHook "Send Incentives" tools, and monitor reporting as well. Our most successful dealerships have a dialed in GSM that oversees the day to day, and helps create custom campaigns and targeting strategies to leverage the AutoHook solutions.

- **BDC or Internet Manager (and team)**

The BDC or Internet Manager typically focus on the reporting section of the AutoHook portal. Within the "Lead History," the Internet Manager has access to all of the customers that have received an incentive, and visibility into the status of those offers. The Internet Manager can easily identify customers who have pending offers and quickly follow up with them directly, while using the incentive offer as a talking point or call to action. In addition, within the Lead History, the Internet Manager can quickly resend an offer to a customer who may have deleted the original email.

- **Sales Associates**

Sales Associates should have have access to the AutoHook Portal so they can redeem customer test drive incentives when they come in. Since your sales staff is typically who customers will present the offer to, giving them access allows for a quick and seamless redemption and great customer experience. Each team member should have his or her OWN login, and not a shared login. This helps with security measures at the dealership, as well as reporting aspects for the GM/GSM to measure which redemption and customer each sales employee is meeting with and completing.

FREQUENTLY ASKED QUESTIONS

1. Why should I use AutoHook?

Getting customers off the internet and into your showroom to get behind the wheel of a new vehicle is critical to driving sales success. AutoHook test drive incentives give customers a reason to visit your dealership and experience what you have to offer. AutoHook is proven to lift incremental sales, incremental website conversion, incremental showroom traffic and new-to-brand buyers. In addition, AutoHook leads are exclusive, meaning the vast majority of these customers do not fill out a lead form anywhere else. AutoHook leads that visit your showroom close at an average rate of **48%**.

2. What is an AutoHook Test Drive Incentive?

AutoHook generates private test drive incentive offers that convert traffic from your website(s) into more showroom visits. The Test Drive Incentive is an e-gift card that customers receive when they come in for a test drive. It is emailed to them electronically when the voucher code is redeemed by a dealership employee.

3. Who receives the Test Drive Incentive?

Prospects who visit a qualifying dealer website are invited to receive a free \$50-\$100 e-gift card that is fulfilled when they visit the dealership and complete a test drive of a new vehicle. The incentive offers appear on vehicle detail pages and dealer inventory pages.

4. Is the Test Drive Incentive considered a “pop-up”?

No, the incentive is not a pop-up. The incentive is an overlay that fires over a website. As an overlay, it does not affect a user’s Google web score.

5. How do I redeem a Test Drive Incentive?

Your dealership should have at least 2-3 users set up with access to the DriveAutoHook.com portal. Once logged in to the portal, a user will be able to redeem the customer’s voucher code.

6. What if I don't have access to the DriveAutoHook.com portal or need additional training?

Please contact AutoHook’s Dealer Support team at 855.532.3274 or email us at DealerSupport@UrbanScience.com. We will assist you with setting up your login credentials and/or provide additional training.

7. Is there reporting included with the program?

Yes. Reporting is provided in the [DriveAutoHook.com portal](#) and includes lead information, all completed redemptions and more.

8. My dealership is not currently enrolled. How do I sign up?

If you’re not currently registered, simply contact AutoHook’s Dealer Support Team via the information below, and they will get you set up and provide one-on-one training.

9. My dealership is enrolled. Why can't I find the offer on my site?

Dealership IP addresses are blocked from receiving the offers. Furthermore, the system has numerous security measures in place to guard against potentially fraudulent activity.

10. Where can I learn more?

Contact our Dealer Support team via the information below or visit [DriveAutoHook.com](#).

DEALER PHONE SCRIPT: HOW TO FOLLOW UP WITH TEST DRIVE INCENTIVE LEADS

Since the customers AutoHook sends into your showroom receive a financial reward for taking a test drive at your dealership, it makes sense that sales teams should use a different approach when following up with these potential buyers. The following is a basic call script that sales or BDC consultants can use when contacting these individuals (who have provided a phone number) to schedule an appointment to come experience the vehicle at your dealership.

Following up with leads that have received an incentive offer:

Salesperson: "Hi (Customer Name). My name is (State Your Name) and I work for (Dealership Name). I'm calling about the Test Drive Reward offer that you recently completed. Did you receive your confirmation email?"

Caller: Verifies they did receive it

Salesperson: "Awesome, well I wanted to let you know that the Gift Card is our way of saying thank you for considering (Dealership Name). We know you have many options on where you can test drive the (Vehicle of interest), so we just want to say thanks for taking the time to come in and experience our dealership. (Insert your dealership's Why Buy Here Message). We can have the (Vehicle of Interest) ready for you and will be able to redeem your test drive offer before you leave. When is the best time to schedule your test drive?"

Close the Call: "Great, you're going to love our dealership! I have you down for (Insert time/date) to come test drive the (Insert model). (Insert Salesperson's name) will be taking great care of you that day. If some reason you're running late, please give us a call to let us know. It was a pleasure speaking with you. Have a great day. Thank you!"

Or - if prospect states they did NOT receive the confirmation email:

Salesperson: "Okay, I apologize. It would have come to you from (Insert Dealer Name) and been titled "Thank you gift from (Insert Dealer Name)" Perhaps it ended up in your spam box, but don't worry about that now. I will have a new code sent to you momentarily. Can you verify that (Customer Email Address) is the best email to resend the offer?"

Caller: Confirms the email

Salesperson: "Great! I am going to have the test drive offer resent to you momentarily. Just so you know, this (Gift Card offer) is our way of saying thank you for considering (Dealership Name). When you come in and complete the test drive, we will be able to redeem the (Gift Card Offer) and you will receive it automatically via email. Would you like to schedule your test drive appointment now?"

Close the Call: "Great, you're going to love our dealership! I have you down for (Insert time/date) to come test drive the (Insert model). (Insert Salesperson's name) will be taking great care of you that day. If some reason you're running late, please give us a call to let us know. It was a pleasure speaking with you. Have a great day. Thank you! [Immediately after call with prospect, salesperson should call AutoHook's Client Services Team at \(855\) 532-3274 to have the code re-issued.](#)

SECURITY BEST PRACTICES

1. Reset your password every 90 days

We recommend resetting your password every 90 days to keep your account secure. Your password should be something unique, include at least one number and should not include your name.

2. Do not share your log in credentials or password

As a general practice never share your log in information with anyone. If you need additional users set up please contact dealersupport@urbanscience.com

3. Do not redeem without a valid driver's license

Only complete a redemption if the customer is in store and has a valid driver's license. Be sure to use the mailing address from their license and verify that their contact information is correct. In doing so you can confirm the customer received their reward which provides a great customer experience.

If anything seems out of the ordinary, contact us.

A few things we'll never do:

- Call and ask you to change your password to something specific
- Tell customers to contact you to have their reward redeemed

We want to ensure you have a positive and secure experience with AutoHook's Test Drive Solutions so if anything seems out of the ordinary we're here to help! Contact us if...

- If you're unable to find the customer, and or coupon code in your system
- If you have no record of the customer in your CRM
- If someone calls and tells you to change your password
- If you are getting repetitive or similar email messages from different consumers

Notes on Redemption:

- The Terms & Conditions limit 1 redemption per household per 6 months
- The driver's license info must match the lead details and must be used at the time of redemption
- ALL rewards will be emailed to the customer after redemption