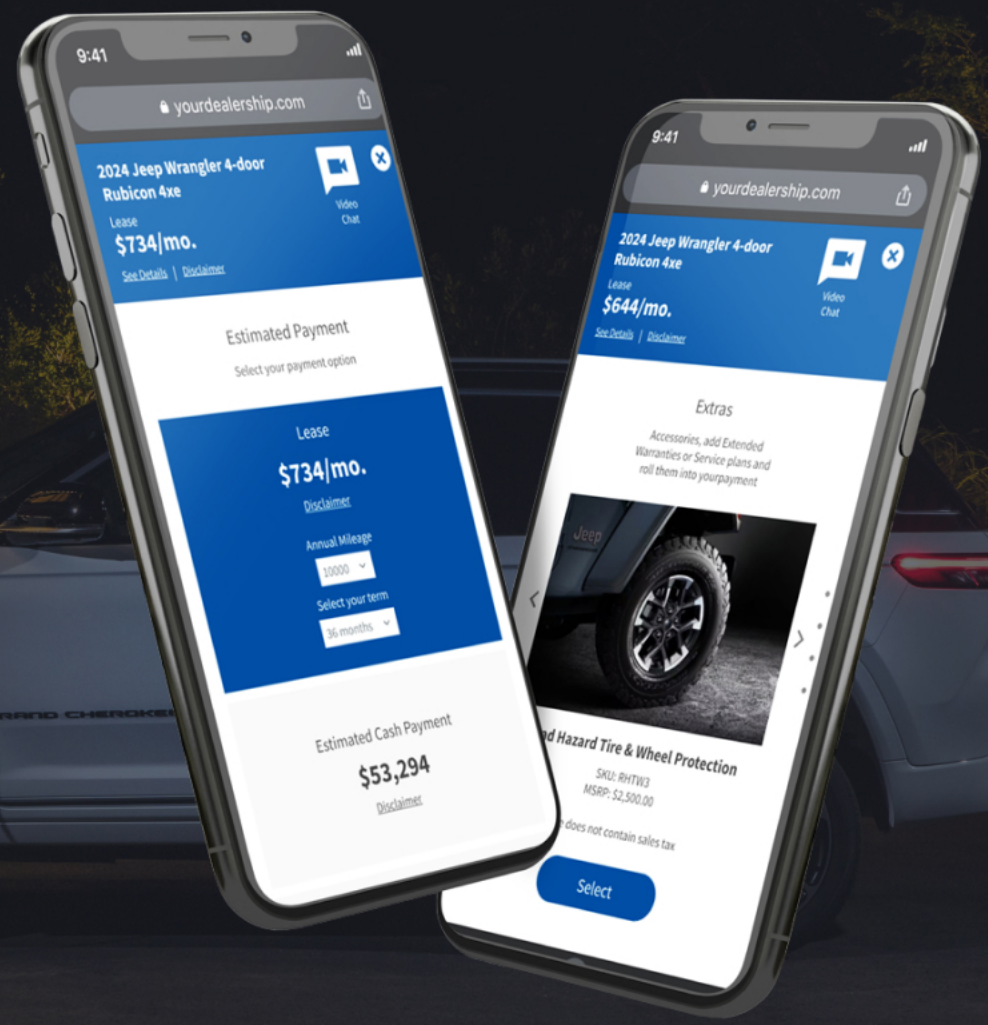




Digital Retailing Assistant (DRA)

Close Deals Faster and Don't Lose Another Sale



The Pixel Motion Digital Retailing Assistant (DRA) empowers your customers to shop, customize, and finalize deals online, driving sales and streamlining operations. DRA integrates seamlessly with your website to deliver a modern, transparent, and efficient buying process.

- ✔ **Increase Sales:** Capture online shoppers with a streamlined, 24/7 buying platform, converting leads into sales.
- ✔ **Meets Chrysler Digital Retailing Requirement:** Fully compliant with Chrysler's digital retailing standards, ensuring a seamless and certified online buying process.
- ✔ **Enhance Transparency:** Build trust with clear pricing and deal breakdowns, reducing customer hesitation.
- ✔ **Competitive Edge:** Stand out in the CDJR market with a modern digital retailing solution that meets today's buyer expectations.

Customized Payment

Tailor monthly payments with flexible financing options, empowering customers to build deals that fit their budget directly on your website.

Trade-in Tool

Simplify trade-ins with an intuitive tool that provides instant, accurate valuations, boosting customer confidence and deal progression.

Accessories / Service Module

Upsell effortlessly by offering accessory packages and service plans, integrated seamlessly into the online shopping experience.

DRA

BEST VALUE

INCLUDES:

Full Online Retailing, Integration with Accessories, Service and Finance Products, Payment Options, Payment Processing, Trade-In Valuation, Seamless Integration, SMS and Video Chat, and Mobile-Optimized

Soft Pulls Available through 700 Credit

Enable pre-qualification with soft credit pulls via 700 Credit, preserving customer credit scores while accelerating approvals.

Displays on VLP and VDP

Showcase DRA's features prominently on Vehicle Listing Pages (VLP) and Vehicle Detail Pages (VDP) for maximum visibility and engagement.

Shopper Path Information Logging

Track customer interactions with detailed analytics, providing insights to optimize the sales funnel and enhance user experience.

Please reach out directly to
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