

**Being Born in a
Dealership®
We Understand:**

- Rule #1 in winning the “even-sum-game” for shoppers in your market is to make them **YOUR OWN**, permanently.
- **YOU** have invested the media money, the personnel development, and dialed-in your processes.
- **YOU** expect an **always-better return** on your **investments**.

**We ALSO
Understand a
Common Problem:**

- Of every 100 Visitors **YOUR** media investment drives to your site, only **3** actually leave a lead.
- Until now, the “other 97” were gone, with the dollars already spent and the opportunity missed.
- Only **iQ:ReDirect** tracks, engages and prompts the “other 97,” building trust, affinity, and a lead.

**iQ:ReDirect Builds
Your Actionable
Lead Pipeline
Continuously:**

- By tracking 100% of the site visitor traffic **your media money** ALREADY generates.
- By prompting them through email, text, and return visits, until their **full workable lead** complete.
- By automatically delivering complete and actionable leads to your DMS/CRM, in real time – **yours, forever**.

Before and After iQ:ReDirect

**Before:
The “Other 97”**

Last Seen:
When your media investment drove them to your website.

Whereabouts Now:
Unknown



**After: Meet Matt & Amy,
your newest workable lead**

Through iQ:ReDirect, you can find out...

WHO They Are
Mailing Address, Shopper Name, Email Address,
Cell Phone Number

WHAT They Want

WHEN They Are Ready to Buy



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This is all done with our simple **3-step framework**.

1 Collect

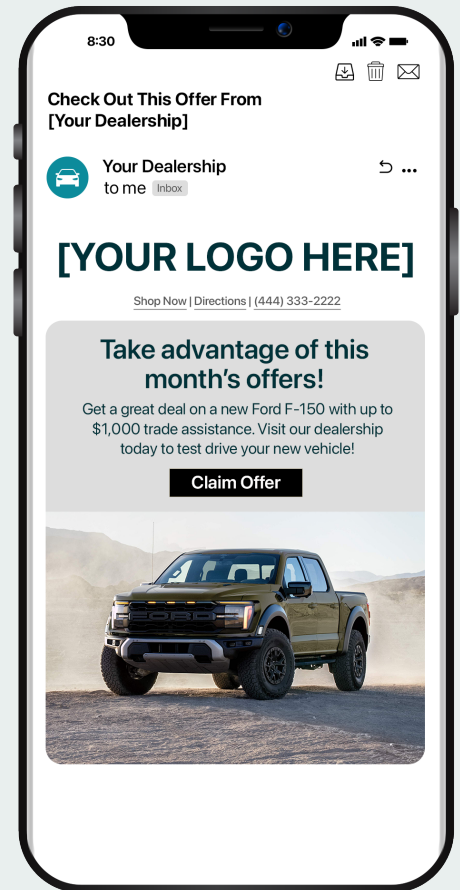
Identify and build audiences from all your website shoppers. Collect valuable customer insights, such as name, email, and cell phone number, all without them having to fill out a form.

2 Engage

Personalized offers engage website visitors via automated dynamic emails and SMS messaging, all without them having to fill out a form.

3 Convert

Offers claimed from email and website visits are converted into leads and sent directly to your CRM with verified cell phone numbers.



All of This **PLUS**:

- iFrog's **Born in a Dealership**[®] client-partner experience
- Real-time live visitor tracker
- Full-attribution reporting

iQ:ReDirect Literally **Writes** **Your Growth Story** – From the Start

3 leads from every 100 of your visitors **turn to 45+ leads** when ALL your visitors are tracked, engaged, and prompted.

Your pipeline builds **15x Faster, 15x Larger, 15x MORE**, only with iQ:Redirect.

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