

J.D. POWER

GRAVITY
DIGITAL LEAD RECAPTURE



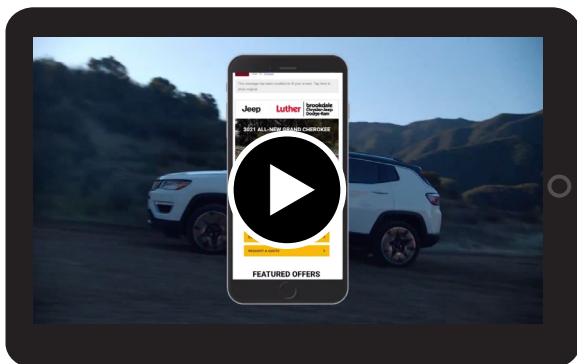
100% T3AC & ARCP ELIGIBLE
BEST VALUE | TURNKEY SOLUTION

CAPTURE THEIR ATTENTION: UNSOLD LEADS AND NEW MOVERS

Introducing the new **Gravity Digital Lead Recapture**, a powerful email communication solution that's currently helping over 600 Stellantis dealers turn recent web visitors and "new to-your-area" shoppers into potential buyers.

This fully automated solution uses email messaging to target and reach unsold leads originating from your own dealer website, the Stellantis brand website and third-party websites. These are leads from in-market shoppers who have previously demonstrated interest in your dealership, your vehicles and/or the overall brand but have not closed within the past 30-60 days. You can also engage with new prospects who have recently moved into your area with this platform.

This is a prime opportunity to encourage these in-market shoppers to call, click or visit your store for their vehicle or service needs.



[Click to View Overview](#)

Program Details

- **Unsold leads:** Personalized emails re-engage with unsold leads up to 60 days after the shopper's original interaction
- **New Movers:** Personalized emails engage with prospects who have recently moved into your area
- 100% T3AC & ARCP eligible
- Brand-compliant, eye-catching creative
- Each email contains dealer branding
- Email templates include subject lines that drive open rates, animated GIFs for stronger engagement and direct links to a full-line video landing page or an appropriate page on the dealer website
- Dynamic content includes live links to inventory on your website
- All emails and landing pages are designed for viewing on any device

[Enroll Now](#)

Contact us with questions or enrollment assistance | StellantisEnrollments@jdpa.com