

The FCA Digital Dealer program offers a wide range of online tools to help dealers sell more vehicles.

### Why FCA Digital?

- Lower fees for digital products and services
- Trusted products
- Partner management services
- PAP Eligible

### Program Details

In-market customers are researching and shopping New & Used vehicles on trusted, automotive Third Party websites. FCA Digital's Third Party Lead Program generates unique leads from leading automotive research sites. These leads are then distributed based on zip code and posted directly to your CRM.



Customer Researches New or Used Vehicles on Third Party Site



Customer Submits Lead on Make and Model



Lead Is Routed Through FCA Digital's Lead Management System Into Your CRM

### Benefits Include

#### Additional Lead Source

FCA Digital's Third Party Lead Program captures in-market shoppers at the lower end of the shopping funnel. In addition to Brand and Dealer website leads, FCA Digital will align your dealership with top-rated third party lead sources to provide quality leads.

#### Drive More Showroom Traffic

Capturing these in-market shoppers allows for increased showroom traffic, giving your dealership more opportunities to sell to consumers in the specified radius of your location.

#### Increase Sales

FCA Digital's Third Party Program helps drive incremental New & Used vehicle sales for your dealership by adding more customers to your lead funnel for who have researched, shopped, and are ready to purchase.