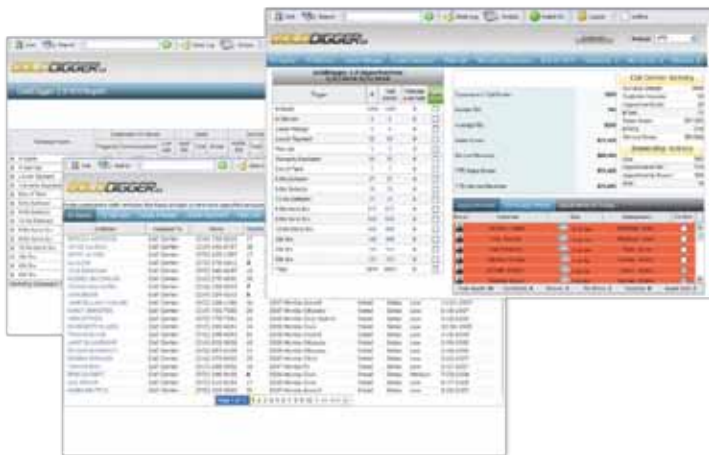


## Newly Released GoldDigger 2.0 Delivers More Ready-to-Buy Customers to Dealerships Every Day!

Our Advanced Data Mining Technology Utilizes Your DMS, OEM Incentives, Book Values and Third-party Data to Target Ready-to-Buy Customers. Receive the Hottest Names from Your Own Database Daily and Send Them "On Demand" to the eLEAD Call Center or Your BDC.



- Call Center and Direct Mail Generates 4% Sold Rate
- Responds Quickly to OEM Programs
- Accelerates Customer's Buying Cycle
- Increases Market Share and CSI
- Detailed, Comprehensive ROI Reporting

### ***The Auto Industry's Most Acclaimed Data Mining Just Got Better ... Provides a 10 to 1 ROI - The Best In The Industry!***

Highly Skilled Appointment Specialists Drive Leads Right to Your Sales and Service Departments.

- Positive Equity
- End of Term/Lease
- Lower Payment
- Warranty
- Delivery and Defector

