



Search

Launch Guide

To Automotive Digital Retailing



TABLE OF CONTENTS

| | |
|--|----|
| Welcome | 3 |
| Overview | 4 |
| Roadmap..... | 6 |
| List of Required Information for Launch..... | 8 |
| Settings Guide | 9 |
| The Shopper Experience | 16 |

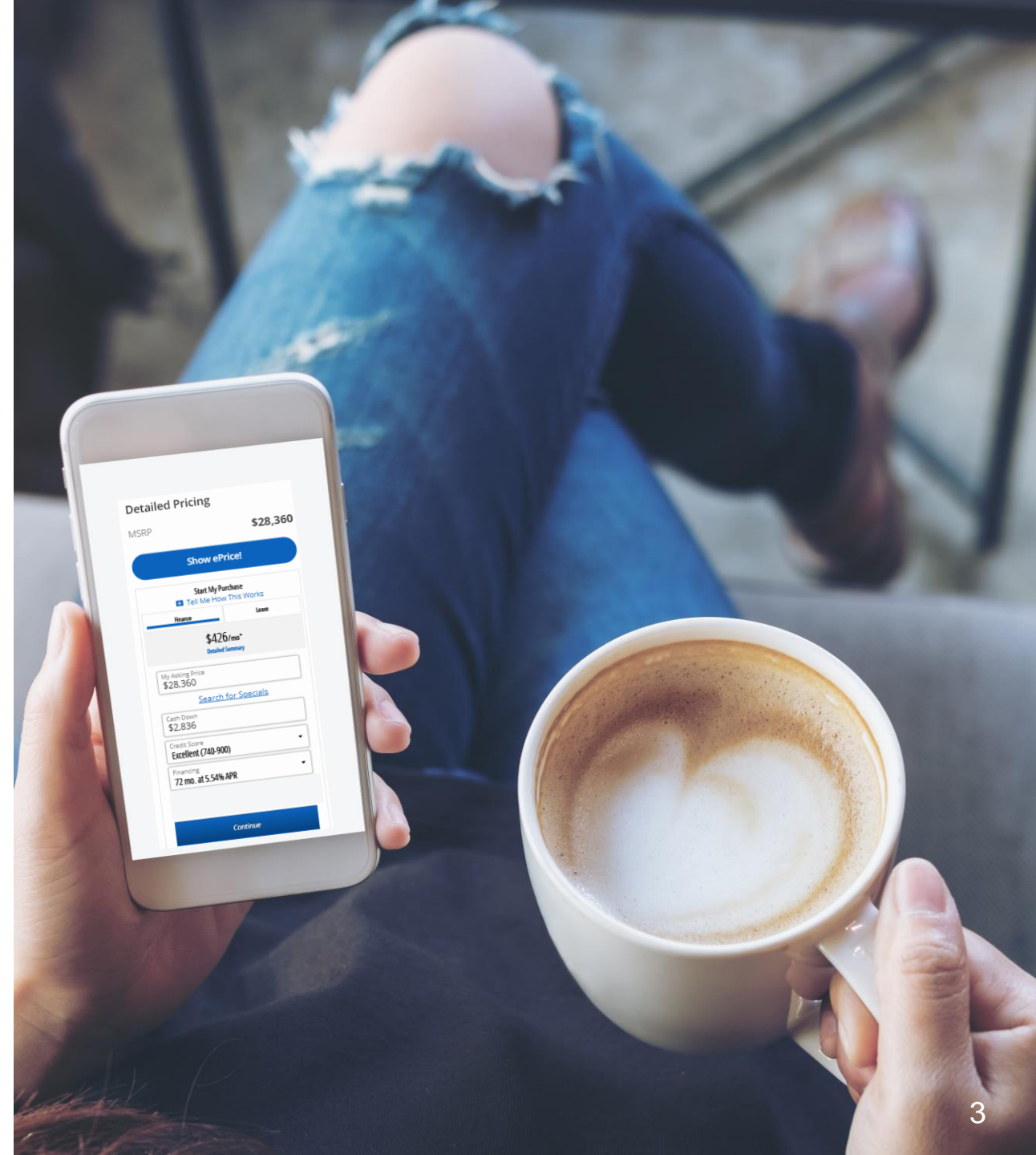


Welcome

We're excited to partner with your dealership to help you accelerate deals with Lorem Ipsum Digital Retailing – helping you increase efficiency, boost shopper confidence and build trust.

This Welcome Guide is designed to set your dealership up for success. It includes an outline of what to expect and a list of actions to take before, during and after your implementation. Take the time to read through the information provided and start to imagine the opportunities and rewards to come.

Welcome to the world of digital retailing!



OVERVIEW

Why digital retailing?

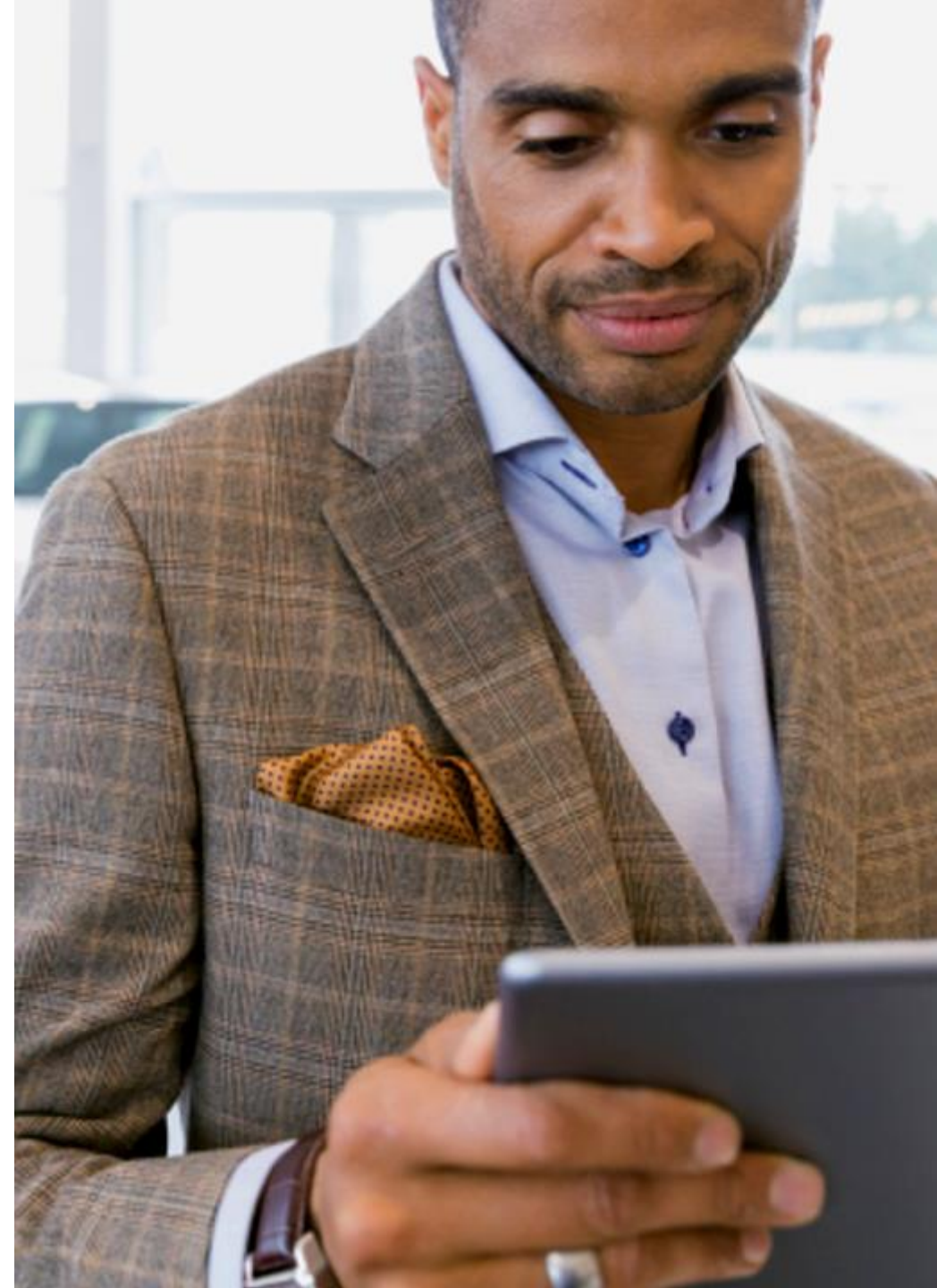
More and more, car shoppers are ready to start - and even make - deals online. Thanks to a convergence of high consumer expectations, evolving technologies and a greater understanding of online behaviors, the stage has been set for revolutionizing the deal with digital retailing.

How does it work?

With the power of Lorem Ipsum Digital Retailing, you will give your customers the shopping and buying experience they want, while being able to maintain the integrity of your deals. The digital retailing platform helps shoppers structure deals with real monthly payments, explore and select F&I products, schedule a test drive, complete online credit applications and reserve a vehicle.

What's the end result?

A well executed digital retailing program saves the shopper time at the dealership, takes the stress out of negotiations, enables convenient, online financing and more. By reducing the amount of time a shopper is in the store, it frees up your dealership team to be more efficient! In the end, it's a win-win for both the shopper and the dealer.



DIGITAL RETAILING BY THE NUMBERS

DEALERS WIN

XX%

HIGHER
Gross Profit

On average, Digital Retailing leads produce **XX% higher gross profits** compared to other internet lead sources*

SHOPPERS WIN

XX%

MORE
Likely to Buy

Shoppers are **XX% more likely to buy** from a dealership that allows them to start or complete nearly all of the vehicle purchase online**

BOTH WIN

XX%

REDUCED
Time In-store

Reduces time spent completing the sale by **XX%** - from 90 minutes to 60 minutes - freeing up your team and making the entire process more efficient**

ROADMAP TO IMPLEMENTATION

Read through the steps below to prepare for your dealership's launch of Lorem Ipsum Digital Retailing.

READY...

Get acquainted with Lorem Ipsum Digital Retailing & prepare for launch

- Read through this Welcome Guide
- Gather all required information for launch (*page 8*)
- Determine your settings/preference choices (*pages 9-15*)
- Identify who in your store is responsible for the digital retail rollout, who will participate in the launch call

SET...

Configure digital retailing settings to your store's preferences

- Participate in launch call with implementation team to configure settings
- Communicate to all applicable team members that Digital Retailing is live
- Set up CRM workflows and alerts

GO...

Consultation and training resources to help you get started

- Schedule & participate in ongoing business reviews with assigned Digital Retail Specialist
- Refine roles and responsibilities within the dealership and identify any training needed
- Implement process changes for incoming digital retailing deals and inquiries (both in-store and online)

YOUR SUPPORT TEAM



Field Sales Representative

As you make the decision to utilize digital retailing in your dealership, your regular sales representative can answer any initial questions and introduce you to your assigned Digital Retail Specialist.



Digital Retail Implementation Team

A member of the Digital Retail Implementation team will contact you via email to let you know your account is being configured; and they will gather the required information for launch, as outlined in this guide.



Digital Retail Specialist

A dedicated Digital Retail Specialist will provide **virtual** coaching shortly after launch. They will conduct regular business reviews to support your ongoing performance and answer any questions you have.



Digital Retail Field Performance Manager

Depending on the package you have purchased, a dedicated Digital Retail Field Performance Manager may also provide **in-store** support, consultation and business review sessions.



Lorem Ipsum University

For training and resources regarding advanced digital retailing activation and process transformation in your store, contact LIUniversity@loremipsum.com or visit loremipsumuniversity.com.

REQUIRED INFORMATION FOR LAUNCH

Gather this Information

To successfully launch Digital Retailing at your dealership, please gather the information listed on this page **prior** to your launch call.

- Primary contact information (ISM/GM/GSM/F&I)
- Dealer website URL
- List of inventory feed providers
- List of preferred lenders
- CRM lead destination information
- Email address for all credit submissions
- Preferred credit reporting bureau
- Account ID #, or enroll at no charge if not already enrolled – required for launch and allows access to leads
- [Enroll in OurPay](#) (if enabling Reservations)
- Preferred F&I provider(s) and list of products (if enabling Vehicle Protection)

DIGITAL RETAIL SETTINGS

Review your Settings Options

During the installation of Lorem Ipsum Digital Retailing, you will be asked to make selections on a number of user settings.

These settings impact what your shopper will experience as they navigate through the process.

To maximize your dealership's success with digital retailing, it's important to consider settings that best align with your business goals.

The options listed in this guide are simply a summary of the most critical; many other options are available. Talk to your Digital Retail Specialist during your scheduled business review sessions to learn more.

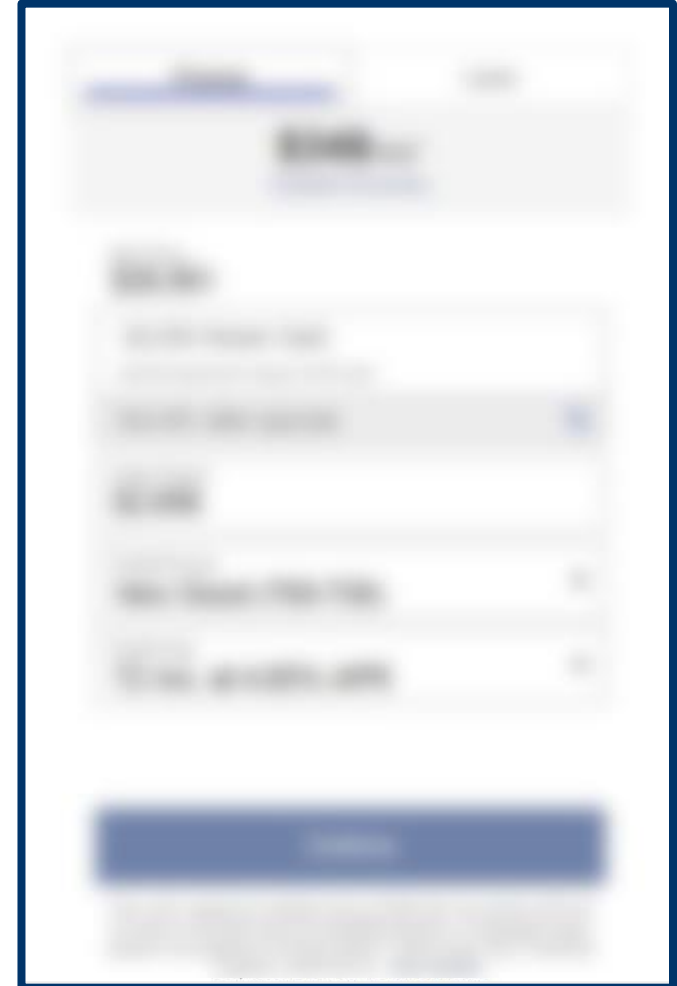


Settings - Payment Calculations

Given most shoppers are payment buyers, settings options that affect how your payments display are crucial. There are multiple settings within this category that will impact your success.

Key Points to consider include:

- Maximize the effectiveness of your strategy by balancing the display of aggressive (low) payments with actual transaction payments
- Evaluate your current inventory pricing strategy; be sure your pricing and payments are consistent across all online portals



| Settings | Choices | Default | Considerations |
|--|--|--------------------------------------|---|
| <p>Can user request credit for non-eligible products & services</p> | <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No & Disabled</p> | <p>- Yes</p> <p>- No</p> <p>- No</p> | <p>Make sure you set your payment settings, since you offer marketing & CRM programs. This setting should also ensure you're able to process.</p> |
| <p>Default credit on credit for non-eligible products & services</p> | <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> 10%</p> <p><input type="checkbox"/> 20%</p> <p><input type="checkbox"/> 30%</p> <p><input type="checkbox"/> 40%</p> <p><input type="checkbox"/> 50%</p> <p><input type="checkbox"/> 60%</p> <p><input type="checkbox"/> 70%</p> <p><input type="checkbox"/> 80%</p> <p><input type="checkbox"/> 90%</p> | <p>- No</p> | <p>Determine your dealership's actual average customer credit score.</p> |
| <p>Enable auto payment</p> | <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> | <p>- No</p> | <p>Consider turning your other marketing and CRM programs.</p> |
| <p>Default auto in finance for new</p> | <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Finance</p> | <p>- Finance</p> | <p>Consider turning your dealership's actual loan-to-value percentage percentage. If under 50% loan, consider using loan vehicle to avoid loan penalties.</p> |

Settings - Payment Calculations

XX%

**OF CAR BUYERS
Are Payment Shoppers**

Lorem Ipsum Digital Retailing puts the financing information car buyers need at their fingertips to get an accurate, personalized payment, plus finance and trade-in options.

Payments are calculated to include city, state and county taxes & fees.



Settings - Payment Calculations, continued

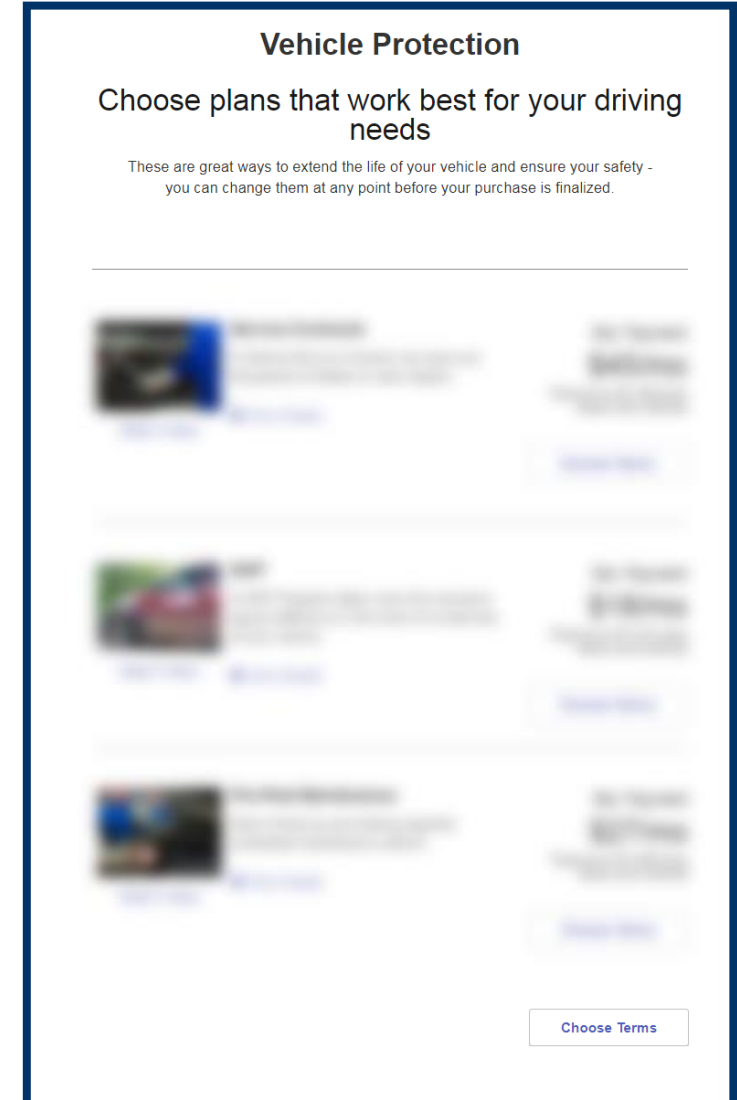
| Settings | Choices | Default | Considerations |
|--|---|---|--|
| Exclude cash payments from the calculation of interest | <input type="checkbox"/> Yes <input type="checkbox"/> No | - No | Recommendation is to select No. If advertising can provide a price that differs from the actual invoice, but with similar discounts included. The choice to include cash payments is for the calculation of accounts receivable. If you include cash payments, you should include cash payments in the calculation of accounts receivable as they are not applied here. |
| Finance - Available Term of Invoice | <input type="checkbox"/> 15 days <input type="checkbox"/> 30 days <input type="checkbox"/> 45 days <input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days | <ul style="list-style-type: none"> 15 days 30 days 45 days 60 days 90 days 120 days | Use to allow multiple terms to address credit payment. |
| Invoice - Available Term of Billing Cycle | <input type="checkbox"/> 15 days <input type="checkbox"/> 30 days <input type="checkbox"/> 45 days <input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days | <ul style="list-style-type: none"> 15 days 30 days 45 days 60 days 90 days 120 days | Use to allow multiple terms to address credit payment. |
| Finance - Bill Method | <input type="checkbox"/> Full <input type="checkbox"/> Net | - Full | When using advertising payment guide method. |
| Invoice - Bill Method | <input type="checkbox"/> Full <input type="checkbox"/> Net | - Full | When using advertising payment guide method. If you include netting term, it could cause the payments displayed to be higher than actual advertising payments. |

Settings - Vehicle Protection

Vehicle Protection is part of the Elite Package or can be purchased separately.

Research shows us that buyers are **XX% more likely to buy F&I products** when they learn about them earlier in the process.

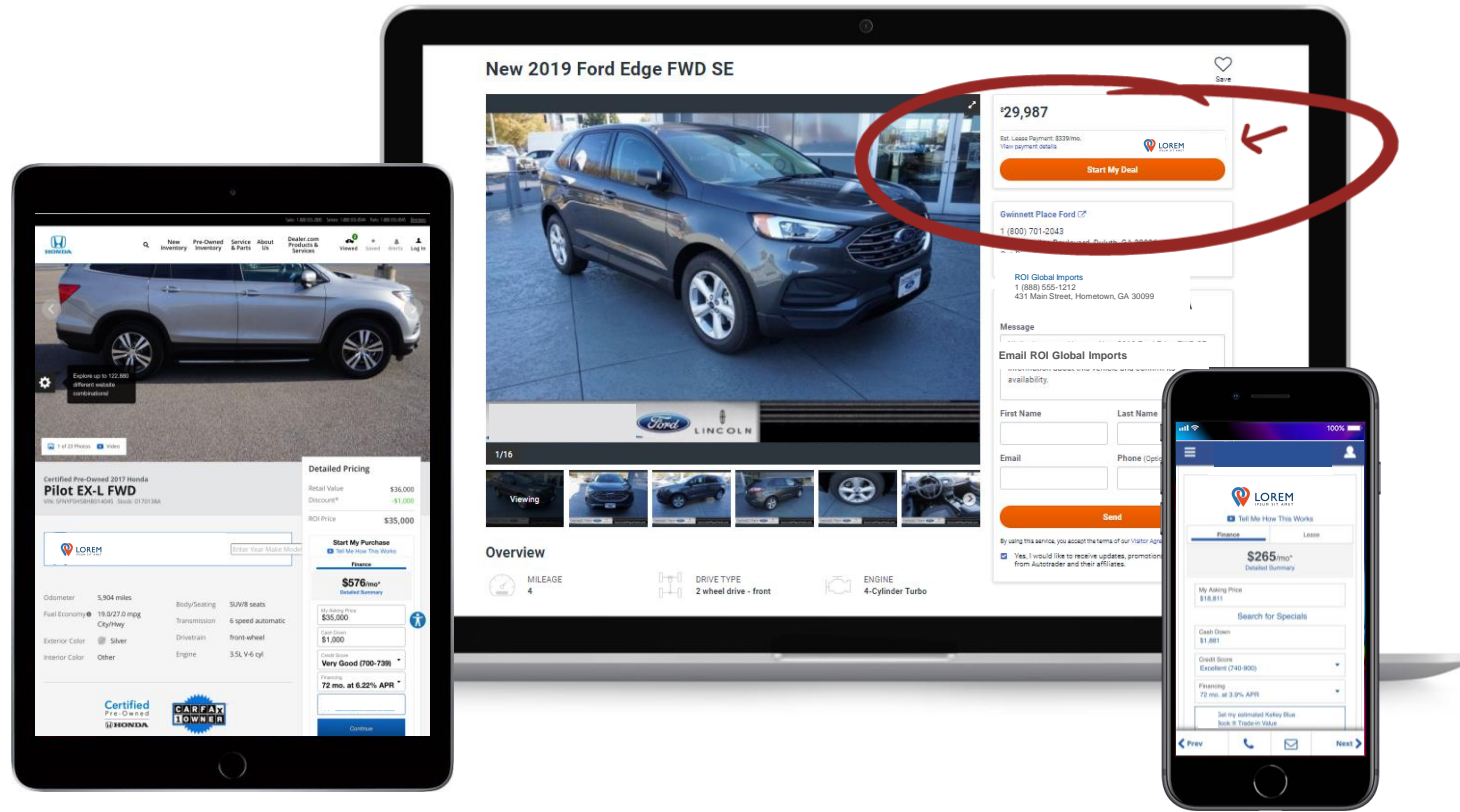
Your settings choices here determine the level of display for your F&I products.



| Settings | Choices | Considerations |
|--|---|---|
| Display FTE products | <input type="checkbox"/> Yes <input type="checkbox"/> No | <p>Specify which FTE products you want to display and who is the provider for each product. For example, add the gas providers, vehicle service contracts, pet and maintenance, all under the automotive tab.</p> |
| Display FTE products with label description | <input type="checkbox"/> Yes <input type="checkbox"/> No | <p>Research shows there is a significant increase in FTE conversions by giving shoppers the opportunity to "add description" FTE products online. The gain from the ability to research and make educated selections, prior to making the purchase.</p> |
| Display FTE products with strong and healthy content | <input type="checkbox"/> Yes <input type="checkbox"/> No | <p>Displaying both description and strong/healthy content is a retailer's best long term strategy. Research indicates a significant correlation for both search and merchandise. Add your own store is ready before turning on this feature.</p> |
| FTE Product Pricing | <input type="checkbox"/> To Offer <input type="checkbox"/> Not Offered | <p>Each product can be assigned a unique pricing amount.</p> |

THE SHOPPER EXPERIENCE

Shoppers can experience Digital Retailing on your **dealership website**, **third-party listings**, and/or **other internet listings**.



Images reflected are representative only and may change based on updates to enhance the shopper experience.

THE EXPERIENCE

- 1 Set Payment Terms
- 2 Trade-in Valuation
- 3 Vehicle Protection*
- 4 Finalize & Submit the Deal
- 5 Schedule a Test Drive
- 6 Apply for Credit
- 7 Reservations

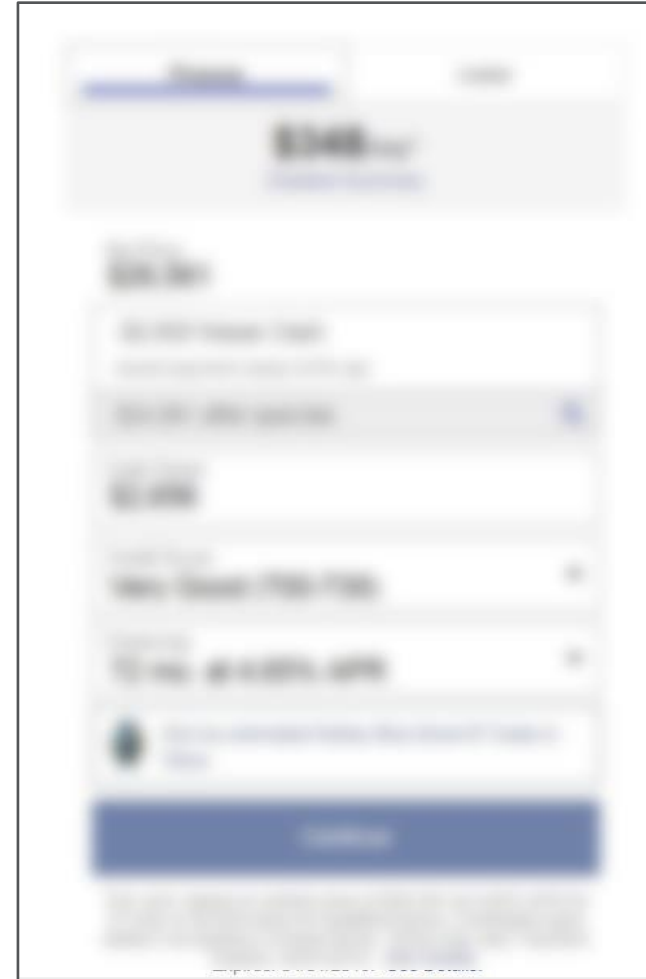


1 PAYMENT TERMS

After the shopper starts their deal, they can customize many fields in this category, including:

- Finance or lease
- Asking price \$ amount
- Down payment \$ amount
- Credit score
- Finance / lease terms

Once all of these selections are made, an estimated payment will be displayed.

A blurred screenshot of a payment terms calculator interface. The interface includes several input fields for financial details, a dropdown menu for selecting between finance and lease options, and a prominent blue button at the bottom for calculating the payment. The text is mostly illegible due to blurring, but the layout suggests a standard financial calculator with fields for price, down payment, terms, and a final calculation button.

2 TRADE-IN VALUATION

Shoppers can provide basic information about their current car and receive either:

- A trade-in value
- A “Cash-Right-Now” Offer

The trade-in value is automatically incorporated into estimated monthly payment.

The image shows a two-part screenshot of a car trade-in valuation process. The left part is a form titled "Step 1 of 5" with the question "Which car are you trading in?". The form contains several dropdown menus and input fields: Year (2010), Make (Ford), Model (Focus), Trim (SEL Sedan 4D), Purchase Price (85000), and VIN (partially visible). A "Back" button is at the bottom left. The right part is a blurred screenshot of a "Cash-Right-Now" offer page, showing a large orange button at the bottom right.

3 VEHICLE PROTECTION

In the Vehicle Protection section, shoppers can research, review costs, select and add different F&I products to protect their investment.

The screenshot shows a user interface for selecting a service contract. A modal window is open over a blurred background of other contract options. The modal is titled "Service Contracts" and "Select Your Coverage Options". It features a video thumbnail with a "Watch Video" link. The selected coverage is "DP33 - PLATINUM (EXCEEDS WARRANTY)". Below this, there are two columns of options: "Months" with buttons for 84, 96, and 108; and "Miles" with buttons for 100k and 120k. The 108 month and 100k mile options are highlighted. To the right, the estimated payment is "\$45/mo" with a total price of "\$3,186 plus taxes and interest". An "Add" button is located at the bottom right of the modal. At the bottom of the page, there are "Watch Video" and "View Details" links.

Service Contracts

Select Your Coverage Options

Est. Payment
\$45/mo
Total price \$3,186 plus taxes and interest

Watch Video

Coverage Name
DP33 - PLATINUM (EXCEEDS WARRANTY)

Months Miles

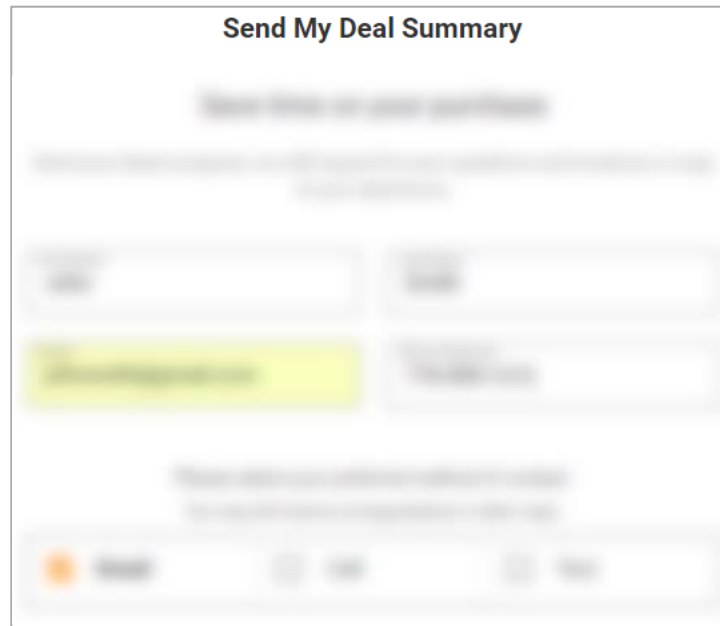
84 96 108 100k 120k

Add

Watch Video View Details

4 FINALIZE AND SUBMIT THE DEAL

After all payment terms have been entered, payments are then calculated to include city, state and county taxes & fees based on the shopper's location. To submit their deal, the shopper is only required to provide their name and email address (phone number is optional). It's that easy!



The image shows a blurred screenshot of a web form titled "Send My Deal Summary". The form contains several input fields and a prominent yellow button. At the bottom, there is a summary table with three columns and three rows of data, including a small orange icon in the first row.

Pricing and payments are consistent across your dealership website and third-party vendors, creating transparency and trust between the customer and dealership.

5 SCHEDULE A TEST DRIVE

Shoppers can also schedule a test drive through Lorem Ipsum Digital Retailing.

The Shopper:

- Chooses a timeframe of morning, afternoon or evening
- Provides contact information so you can reach out to confirm a time

The Dealership:

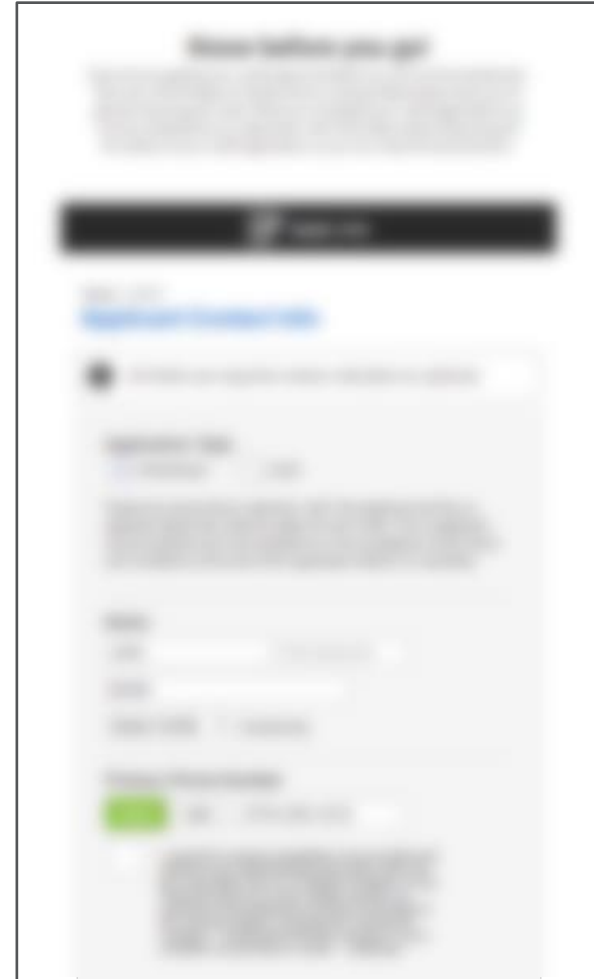
- Schedules the test drive
- Ensures vehicle is available and clean



6 APPLY FOR CREDIT

Shoppers can complete credit applications online through a series of three simple screen clicks.

This saves both you and the shopper time at the dealership and avoids the stress of negotiations – a win for everyone.



7 RESERVATIONS

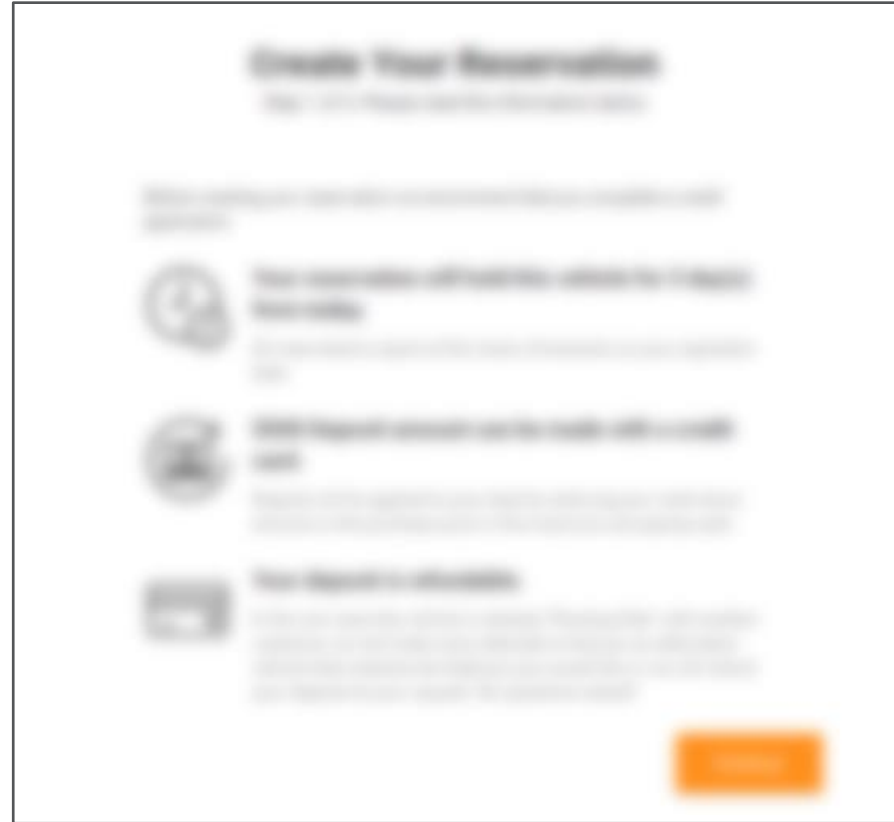
Shoppers can make a refundable deposit via credit card and receive the commitment of a reserved vehicle with a scheduled appointment.

The number of days a dealership will hold a car and the deposit amount required vary based on reservations settings selected.

XX%

**OF CAR BUYERS
Want to sign final documents
at the dealership****

During the final stages of the deal, coming into your store helps consumers feel that questions are answered, document accuracy and security are verified, and someone can be held accountable.





LOREM
IPSUM SIT AMET