



# Quote

Equity-driven quotes  
powered by predictive  
intelligence

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up to  
**31%**

**attributable monthly sales**  
leveraging real-time service  
lane information

**300%**

**increase in response**  
over a typical sales  
campaign

**9%**

**more deals generated**

# Sell more cars while acquiring in-demand inventory.

## Reveal hidden sales opportunities in your service lane.

Target consumers who are ready to trade in their current vehicles with personalized equity offerings from Affinitiv Quote. Powered by the Affinitiv DataIQ platform, Quote assigns every customer a trade prediction score, identifying those most likely to trade or repurchase. Plus, Quote enables your store to send digital and direct mail communications that feature attention-grabbing messaging and positively reinforce your dealership and the Jaguar Land Rover brand.

### Key Features:

- Personalized, attention-grabbing equity and upgrade portal
- Customized, auto-generated handouts
- Proprietary Sales and Service Ledgers
- AI-based Trade Prediction Scoring (TPS)
- Unlimited on-demand email and optional direct mail campaigns
- Automated email triggers at key equity milestones
- Instant, on-demand individual quotes
- Additional conquest mail spend flexibility
- Customer Engagement Reporting so you know exactly what vehicle the customer is shopping for





# Find out who is most likely to trade or upgrade before they start shopping.



## Compelling, In and Out of Service Equity Offers

- Engage your entire customer base: run automated emails for current owners who aren't visiting for service, owners who rely on you for service, and more
- Drive repeat sales with a customized, single-sheet equity analysis
- Generate offers based on data from DMS, Black Book®, Kelley Blue Book®, and Edmunds®
- Launch email quotes to individual customers on demand
- Provide customers with accurate payment estimates—without the risk of affecting their credit score—through seamless integration with 700Credit Quickscreen



## Enhanced Customer Experience

- Allow sales staff to personalize options for individual customers with the Custom Quote feature
- Enable customers to access a personalized trade-up portal where they can swap inventory, change payment options, and contact the salesperson regarding their offer
- Increase customer engagement with attention-grabbing templates via optional Essentials Integration

## Pricing

**Quote** \$1,295/month

## Add-Ons

**Direct Mail** \$0.58/piece + First-class postage

**700Credit Integration** <\$1/soft credit pull



## AI-Based Functionality

- Customize your workflow to suit your store's needs: implement processes for in-drive equity mining, sales BDC, automated drip marketing, and on-demand print and email
- View everything you need to close the sale on the easy-to-use, yet comprehensive Sales and Service Ledgers
- Identify your best opportunities with our proprietary Trade Prediction Score—driven by AI, the TPS is proven to pinpoint prospects with 10x higher purchase rates
- Ensure your customers only receive offers for vehicles in your current inventory with data-search buyer matching

