

Want to learn how other dealers attract customers?

Stealth Shopper Features

- Activity timeline
- Graded overviews
- In-depth analytics
- Email logging
- Multi-device email previews
- Voicemail logging
- Shop archives
- Multi-dealer composite reports

STEALTH SHOPPER
Ethical Espionage

Intercept their email. Eavesdrop on their phone calls.

Decipher their strategy.

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The internet has forever changed the way people buy cars. That's not news. But consumer research is only one part of this new paradigm. Your dealership's success hinges on your own ability to research both the marketplace and your competitors, and to design and implement a solid marketing strategy based on that research. That's why we built **Stealth Shopper**.

Discover what other dealers tell car buyers.

Gain critical insight into your competitors' strategies by observing their actual interactions with customers. How do other dealers answer the same questions you are asked? **Stealth Shopper** reveals:

- Actual email and voicemail from your competitors
- How prompt their responses are
- How frequently they respond
- Whether the response is automated
- Whether they provide a quote
- How they handle follow-ups
- Whether they send newsletters or multimedia

Stealth Shopper also shows you elapsed times between automated and non-automated responses, so you can see how active your competitors are in the online marketplace.

In-depth analysis gives you the edge.

OEMs also provide some mystery shopping data, but they typically offer little more than performance grades, with none of the invaluable detail that you need to adjust the focus of your marketing plans quickly and decisively.

The rapidly evolving sphere of Automotive Digital Marketing requires active research into changing systems, practices, and customer behavior. **Stealth Shopper** is a powerful tool that allows you to read and analyze exactly what your competitors say to their customers, so you can identify market changes and take advantage of them before they disappear.

Don't let your strategy grow stale.

The volatile consumer market demands continuing adaptation. **Stealth Shopper** provides you with monthly comparisons that include targeted market coverage, valuable data, and robust reporting, allowing you to execute your latest marketing plans with confidence.

It's not enough to shop other dealers.

How do you rank against your competitors in the marketplace? Shop yourself.

To effectively analyze competing strategies, you need an unbiased look at your own approach. You need stealth shoppers who will periodically shop your site, in addition to those of your competitors, to collect the data required to formulate an executive marketing plan.

STEALTH SHOPPER

Benefits Features

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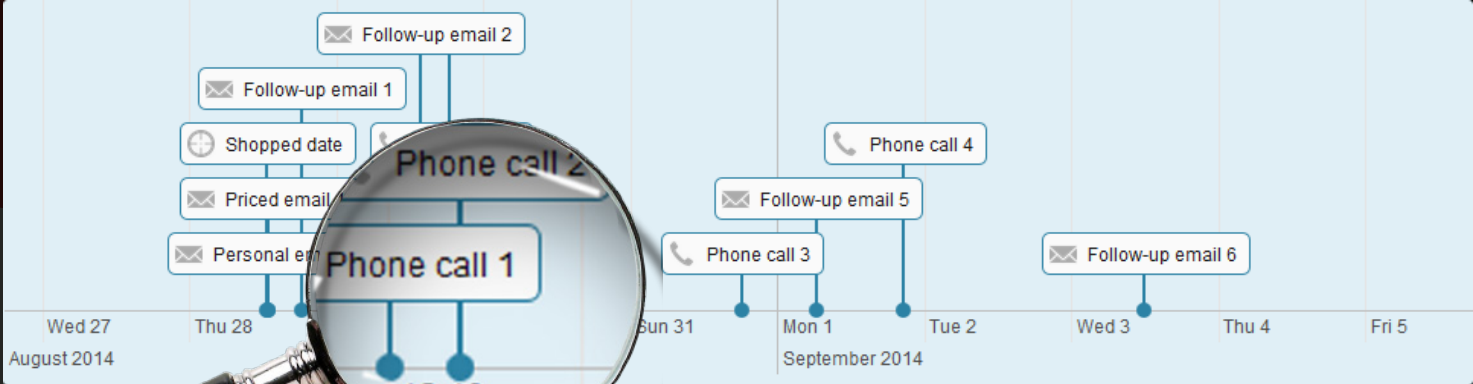
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The Timeline

The timeline allows you to see, at a glance, how quickly and with what frequency your sales team responds to our mystery shoppers. See when the first phone call is made, when the first priced and personalized emails are sent. Does your sales team pester your customers with phone calls and emails? You can see that, too. Set your time range, and then zoom out to see patterns in a competitor's strategy, or zoom in to see exact wait times between events.

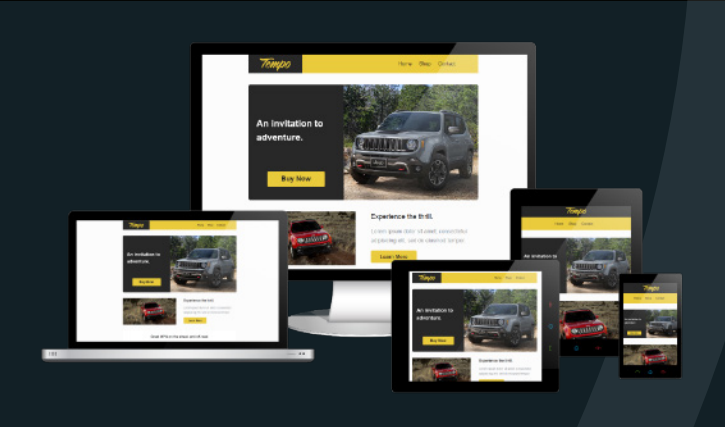


Email log and device views

We log a copy of every email sent to our mystery shopper's address. At a glance, view key details such as send date, price quote, and automated or personal response type.

With a single click, view the actual email, including all images and formatting, in popular mail apps, and on a variety of common screens and devices. Is your email text unreadable on a phone? Does Android block your images?

Now you'll know.



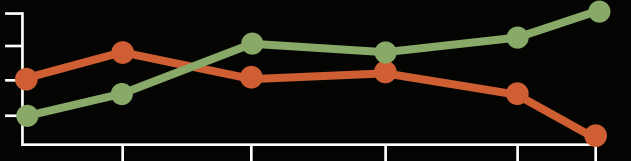
Performance grading

- Test yourself against the competition using up to 30 different performance factors
- Add your own custom factors
- See how you score against your competition

Your Overall Grade: 90.7%

Your competitors

- Compare performance over time between you and your competition



Voicemail log

In addition to email, we log an audio file of every voicemail left by a dealership's sales team. Not only can you see, at a glance, how often a salesperson called our mystery shopper, but you can also view the duration of the call, and hear the salesperson's message and vocal delivery.

