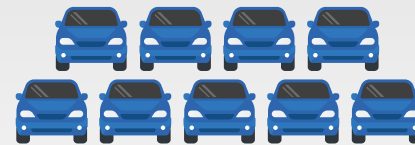


We achieved a
ROI 17x
by using Promolosity

MONTHLY AVERAGE

SALES

9 Cars Sold



average front & back end gross

\$1,950 per car

TOTAL GROSS

Combined total
gross revenue

\$17,750

ROI

ROI of 17X

Offer Site visitors

1194



Offer Site leads

155



Offer Site visitor/lead
conversion rate

13%

(Industry avg is 3%)



Cost per 1st party lead

\$7

(Industry avg is \$25-\$35)



"All I can say is "WOW", the ROI on the Promolosity product is amazing. Customers opt in, and we build our email data with more prospect contact opportunities. We get more eyes seeing us with less expense. This tool was simple to install and started working right away, and is helping convert more of our website traffic to active lead opportunities. We are really pleased with the amount of leads we've received and the additional revenue on the books is really something to smile about!"

Mike De Ville, GSM at Goudy Honda