



# AUTOMATED MARKETING PLATFORM

Platform packages that use smart data and consumer behavior to help you say the right thing at the right time through the right channels.

FUNCTIONALITY & FEATURES INCLUDED	STARTER	PRO	EXPERT
Access to select portions of content library	✓	✓	✓
Basic email, landing page, and email stream templates selections	✓	✓	✓
Email and landing page builder access	✓	✓	✓
Live inventory integration	✓	✓	✓
Lead form library with One Click Conversion	✓	✓	✓
Sends to up to 20,000 email recipients per month	✓	✓	✓
Campaign performance reporting	✓	✓	✓
Interactive marketing and advertising calendar	✓	✓	✓
Access to 3 Birds Academy, online training portal with how-to guides and best practices materials	✓	✓	✓
Inbound email support	✓	✓	✓
Inbound telephone support	✓	✓	✓
Access to full content library		✓	✓
Premium email template selections		✓	✓
Premium website template selections		✓	✓
Premium email stream template selections		✓	✓
Full automated marketing functionality		✓	✓
Full website functionality		✓	✓

When you bundle solutions together, we can offer even more attractive pricing. Learn more about our other digital marketing and software solutions for automotive dealerships by scheduling a strategy session below.

[SCHEDULE A STRATEGY SESSION](#)

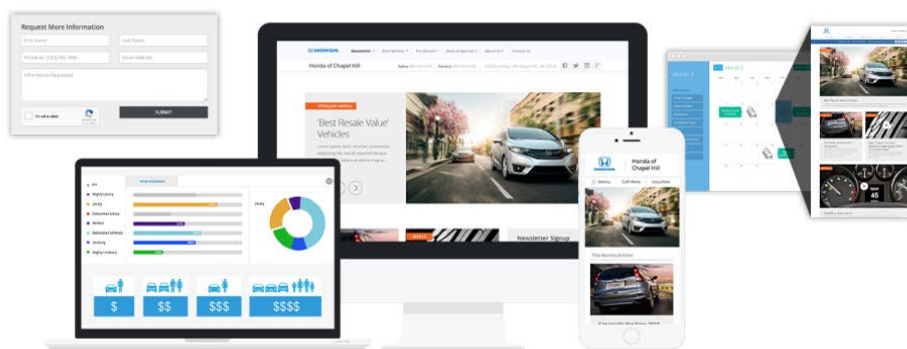




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Dynamic inventory generation		✓	✓
National & Regional offers		✓	✓
Data mining tool		✓	✓
Enhanced analytics dashboards with WQOs and other modeled data		✓	✓
Access to Performance Manager		✓	✓
Access to social posting functionality			✓
Access to social listening functionality			✓
Access to Neighborhood Watch to monitor the top 10 online review sites			✓
Access to Competitor Watch to track the online reputation of competitive dealerships within DMA			✓
Organic review building across key online review sites Access to robust social media reporting dashboard			✓
Dedicated Performance Manager			✓



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