

add this information about STEALTH CDP Meet STEALTH, automotive/powersports/rv/marine's enhanced Customer Data Platform The only CDP that activates dealership data to create exceptional customer experiences. Get a Demo Watch the Overview You've got a goldmine of data, but how much of it is activated? Your data is as good as gold – but only if it is properly activated. STEALTH takes the typical Customer Data Platform (CDP) to the next level by adding the “Experience” factor, layering AI-powered technology on top of your dealership's unified data layer. This added activation allows dealers to create exceptional customer experiences through automated, AI-driven, highly effective engagements and marketing campaigns designed to drive sales and loyalty. Get a Demo What is a CDXP? Customer Data & Experience Platform Customer Data Platform Consolidate siloed dealership data sources into a single platform that cleans, normalized, and maintains your data. Artificial Intelligence Layer powerful AI on top of your data to gain deep insight into your shoppers and create personalized customer experiences. Marketing Automation Execute personalized marketing campaigns to touch every part of the sales funnel automatically.

STEALTH's Key Features Data Connectivity STEALTH is designed to gather all of your dealership's siloed data sources, including your CRM, DMS, website, ads, incentives, and more into one integrated platform. 360° Shopper Profiles Data Activation Marketing Automations AI-Driven Insights Data Security Sales Enablement Dynamic Integrations It's time to stop marketing to numbers and start talking to people.

STEALTH's CDXP is specially designed to integrate dealership-specific data sources in order to create a unified, data-rich shopper profile for every individual customer so you can begin speaking to them as people, rather than as just another line in your dealership's CRM.

Use AI to build exceptional customer experiences - from acquisition, to sale, and beyond. By activating your data with STEALTH's CDXP, you can offer every shopper a personalized experience at every touch point, creating customer lifecycles that extend far beyond your first sale.

Designed for Dealers STEALTH is designed specifically for dealerships, allowing dealers to unify the existing automotive/powersports/rv/marine-specific data sources already in play at the dealership, something other CDPs cannot do. Real-Time Data Updates STEALTH works to update your data in real time so your every move – from your next marketing campaign to your sales approach – is made based on the most updated, reliable data. Powerful Automations STEALTH takes your data further by automating highly effective, personalized marketing campaigns for hyper-specific audiences that are fully optimized cross-platform with no human intervention.

Full-Funnel Marketing STEALTH's AI-driven marketing allows you to automatically target every part of your sales funnel with hyper-specific, relevant and valuable messaging at

every point of the shopper journey. Open API STEALTH's open API allows dealerships to fully leverage their data no matter the source, by enabling dealers to integrate their existing automotive/powersports/rv/marine technology providers within STEALTH's platform.