

## Talk with new shoppers






Shoppers can reach you via **text, chat, video chat, Facebook Messenger, or click-to-call**. It's built for integration with other Edmunds products.

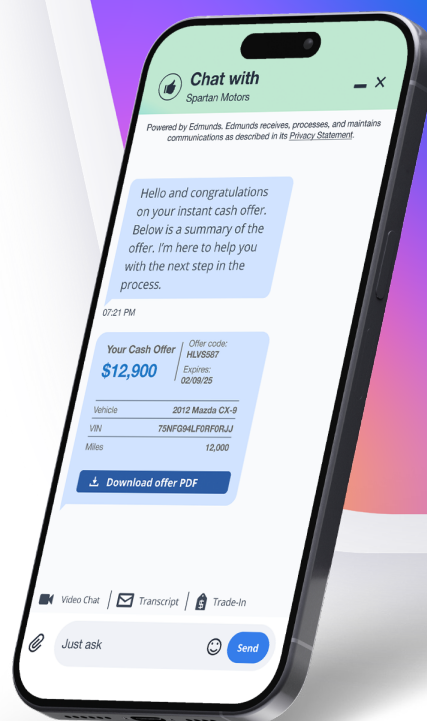
## Turn messages into leads

- Manage all conversations in CarCode, no matter where they come from
- Get notified through email, text or your CRM when a shopper contacts you
- Receive leads with contact information in your CRM via ADF or HTML
- Share inventory, car details, trade-ins and credit applications in chat window
- Send alerts about offers and promotions

## Get the conversation started

Shoppers choose how they want to contact you:

-  Text
-  Chat
-  Video chat
-  Facebook Messenger
-  Click-to-call



Dealers with CarCode typically get

**90% more leads<sup>1</sup>**

## 24/7 Managed Messaging

Upgrade to Managed Messaging and we'll respond to customer messages when you're busy or away

- Response team is available 24/7/365, after hours, or as a safety net
- Watch conversations unfold in real time — take over when you're ready
- Get alerted when a lead is qualified and it's time to follow up

Carcode: \$200 | Carcode Fully Managed: \$500

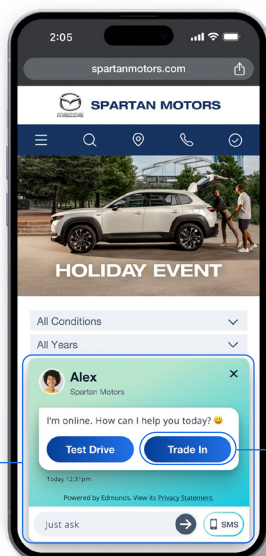
<sup>1</sup> Based on internal analysis from 1/1/2024 to 7/31/2024 of Edmunds partner dealers using CarCode compared with Edmunds partner dealers not using CarCode



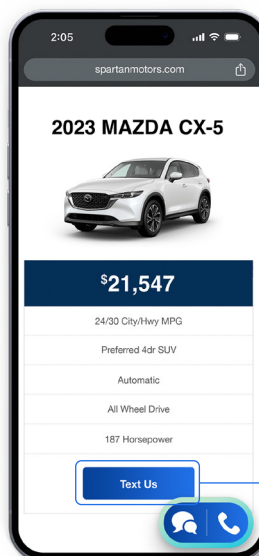
# How shoppers contact you

Shoppers will always have a direct line to your dealership, whether they're looking at your website, listings, or Facebook page.

Dealership website

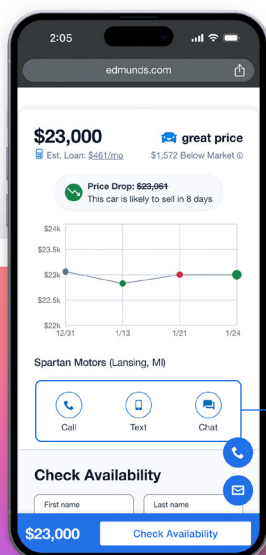


Dealer VDPs



Edmunds Trade-In Tool can also be integrated with CarCode

Edmunds VDPs



Facebook Messenger

