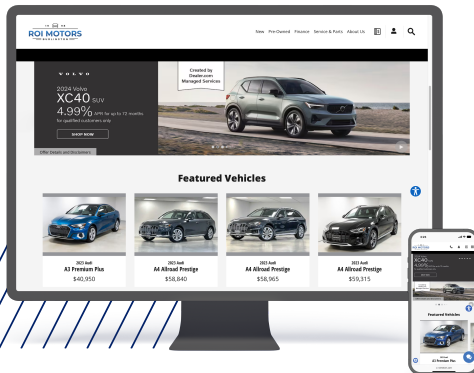


CAMPAIGN WIDGET

Attract more shoppers using promotional content that is responsive, ADA compliant and personalized.



At Cox Automotive, we constantly strive to improve retailer operational efficiency while enhancing the engagement experience available to your shoppers. Our latest Campaign Widget delivers greater responsiveness, ensures holistic ADA compliance, and allows for more personalization and placement options.

Responsive:

Our widget boasts a sleek and contemporary design. It's like giving your website a fresh coat of paint. But it's not just about aesthetics—this widget is **responsive**. Whether your customers are browsing on a desktop, tablet, or smartphone, it adapts seamlessly to their screen size. So, no more squinting or awkward scrolling.

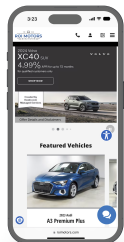
ADA Compliance:

Accessibility matters, and our widget has got you covered. It's **ADA compliant**, ensuring that all users, regardless of their abilities, can engage with your promotional content.

Personalization Powerhouse:

Buckle up because this widget takes **personalization** to a whole new level. You can display both manually crafted content (think exclusive offers you create) and automatically generated content (based on available incentives). Imagine tailoring promotions based on user behavior or inventory availability. It's like having a virtual marketing assistant.

Make the most of your audience with placement options that best position your promotions.



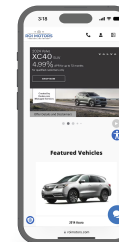
Slideshow:

This dynamic rotating display catches eyes and keeps visitors engaged. It's perfect for highlighting multiple offers.



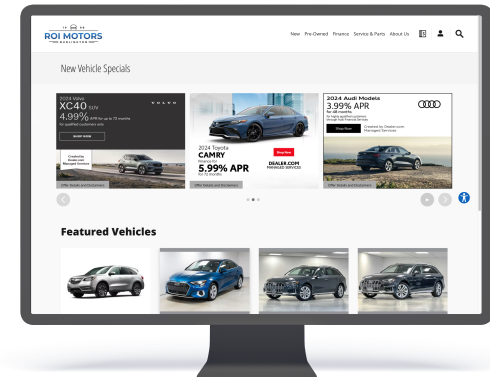
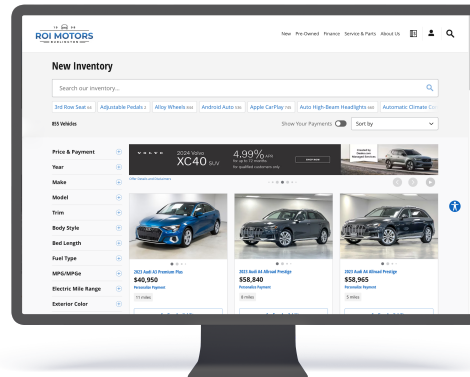
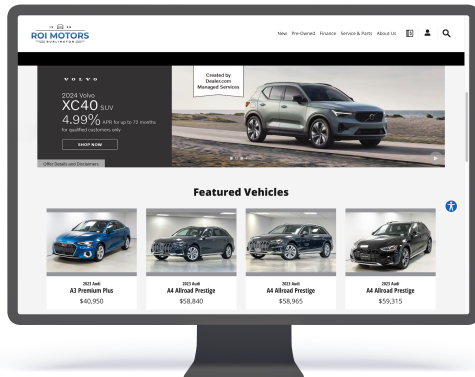
Banner:

Picture a sleek horizontal banner running across the top or bottom of your site. It's ideal for limited-time promotions.



Coupon:

An instant attention-grabber. The placement practically shouts, "Hey, check out these amazing deals."



The Results
Dealers are experiencing...

12.2%

higher engagements using the slideshow placement with personalization

+20%

higher CTR using the coupon placement

Contact your Performance Manager for more information.