How Magic URL's Virtual BDC supports your staff.

Even the best BDC or sales team can lose track of leads.
Our AI-based Virtual BDC technology automatically follows-up by text
with every responder to nudge them further down the sales funnel.

When an interested shopper or seller requests their vehicle's trade value by text, they are asked for their name and their vehicle's VIN or license plate number and state.
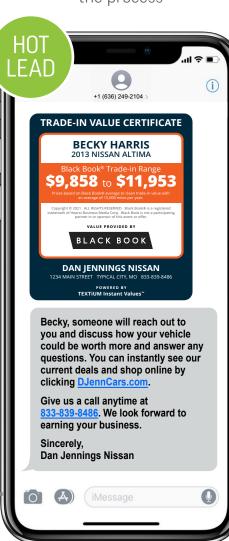
Each lead is then placed into one of two response buckets based on if the process is completed or not

Lead Bucket 1
Individuals who **complete** the process
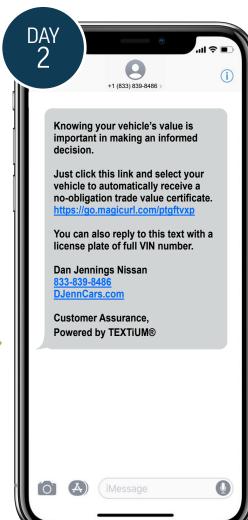
Lead Bucket 2
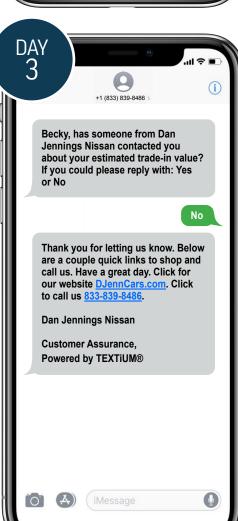Individuals who **do not complete** the process

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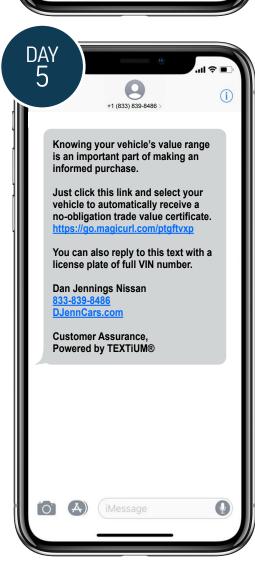Those who complete the process receive their vehicle's trade value by automatic return text.

Your dealership receives the lead in your CRM, with real name, verified mobile number, and vehicle details. You may follow-up by phone immediately.
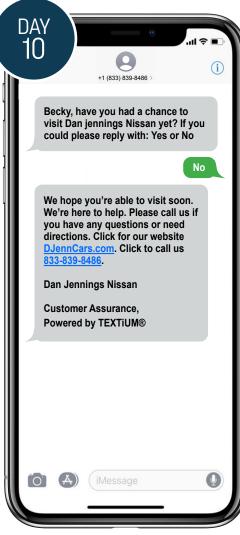
For any prospects who fail to complete their request by the second day, a scheduled series of text messages begin to remind them and nudge them toward completion.
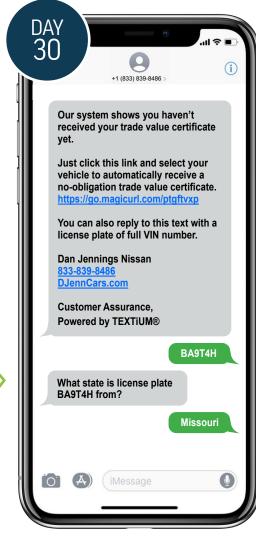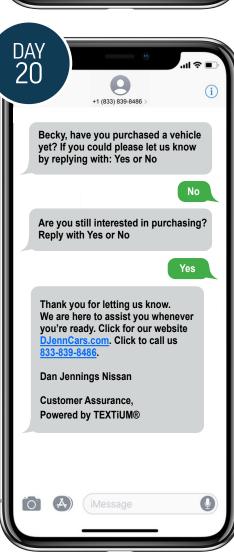
On Day 3, a follow-up cadence begins to ensure that no lead is forgotten.

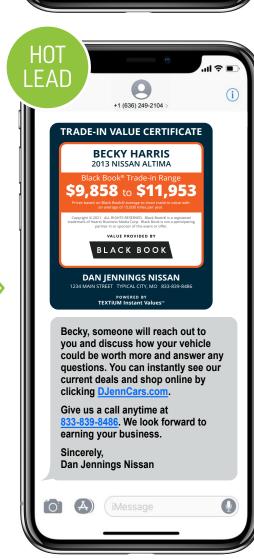If customer answers "No", a **HOT Notification** is sent to the dealer's CRM.

When an abandoner responds to a reminder text, they are returned to where they left off.
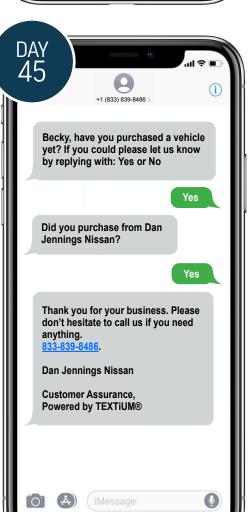
Day 20/45, if customer answers "No", a **HOT Notification** is sent to the dealer's CRM.

Once completed, they receive their value certificate and your dealership receives the CRM lead.

HOT LEAD — TRADE-IN VALUE CERTIFICATE
BECKY HARRIS
2013 NISSAN ALTIMA
Black Book® Trade-in Range
$9,858 to $11,953
BLACK BOOK
DAN JENNINGS NISSAN

Becky, someone will reach out to you and discuss how your vehicle could be worth more and answer any questions. You can instantly see our current deals and shop online by clicking DJennCars.com.
Give us a call anytime at 833-839-8486. We look forward to earning your business.
Sincerely,
Dan Jennings Nissan

DAY 2 — Knowing your vehicle's value is important in making an informed decision. Just click this link and select your vehicle to automatically receive a no-obligation trade value certificate. https://go.magicurl.com/ptgfhxp You can also reply to this text with a license plate of full VIN number. Dan Jennings Nissan 833-839-8486 DJennCars.com Customer Assurance, Powered by TEXTiUM®

DAY 3 — Becky, has someone from Dan Jennings Nissan contacted you about your estimated trade-in value? If you could please reply with: Yes or No [No] Thank you for letting us know. Below are a couple quick links to shop and call us. Have a great day. Click for our website DJennCars.com. Click to call us 833-839-8486. Dan Jennings Nissan Customer Assurance, Powered by TEXTiUM®

DAY 5 — Knowing your vehicle's value range is an important part of making an informed purchase. Just click this link and select your vehicle to automatically receive a no-obligation trade value certificate. https://go.magicurl.com/ptgfhxp You can also reply to this text with a license plate of full VIN number. Dan Jennings Nissan 833-839-8486 DJennCars.com Customer Assurance, Powered by TEXTiUM®

DAY 10 — Becky, have you had a chance to visit Dan Jennings Nissan yet? If you could please reply with: Yes or No [No] We hope you're able to visit soon. We're here to help. Please call us if you have any questions or need directions. Click for our website DJennCars.com. Click to call us 833-839-8486. Dan Jennings Nissan Customer Assurance, Powered by TEXTiUM®

DAY 30 — Our system shows you haven't received your trade value certificate yet. Just click this link and select your vehicle to automatically receive a no-obligation trade value certificate. https://go.magicurl.com/ptgfhxp You can also reply to this text with a license plate of full VIN number. Dan Jennings Nissan 833-839-8486 DJennCars.com Customer Assurance, Powered by TEXTiUM® [BA9T4H] What state is license plate BA9T4H from? [Missouri]

DAY 20 — Becky, have you purchased a vehicle yet? If you could please let us know by replying with: Yes or No [No] Are you still interested in purchasing? Reply with Yes or No [Yes] Thank you for letting us know. We are here to assist you whenever you're ready. Click for our website DJennCars.com. Click to call us 833-839-8486. Dan Jennings Nissan Customer Assurance, Powered by TEXTiUM®

HOT LEAD — TRADE-IN VALUE CERTIFICATE
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Becky, someone will reach out to you and discuss how your vehicle could be worth more and answer any questions. You can instantly see our current deals and shop online by clicking DJennCars.com. Give us a call anytime at 833-839-8486. We look forward to earning your business. Sincerely, Dan Jennings Nissan

DAY 45 — Becky, have you purchased a vehicle yet? If you could please let us know by replying with: Yes or No [Yes] Did you purchase from Dan Jennings Nissan? [Yes] Thank you for your business. Please don't hesitate to call us if you need anything. 833-839-8486. Dan Jennings Nissan Customer Assurance, Powered by TEXTiUM®

MAGIC URL DELIVERS A HIGHER QUANTITY AND QUALITY OF LEADS.

VIRTUAL BDC HELPS YOU FOLLOW UP WITH EACH ONE.

LET'S TALK ABOUT YOUR NEXT STEP

MAGIC URL

Call **1-833-839-8486**
Email **sales@magicurl.com**