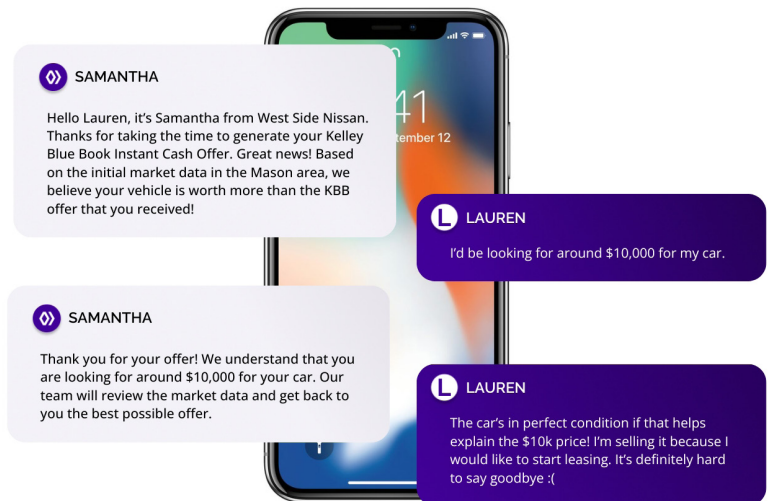


Unlocking Greater Value from KBB Instant Cash Offer Leads

Major dealership group increased Kelley Blue Book ICO lead conversion by 51% with Impel AI



- » Detailed review of KBB ICO lead performance across 13 rooftops
- » Analysis of lead conversion rates and Gross Margin generated from vehicles acquired and resold
- » Comparison of performance before vs after implementing Impel AI
- » Nearly 50K leads analyzed over a 12-month period



Impel AI drove a significant increase in lead conversion and revenue generation from KBB ICO leads.



The Challenge

Traditional dealership sales models weren't designed to support vehicle acquisition efforts. Fewer high intent leads and a more involved qualification process puts strain on sales personnel. Without automation, dealerships are limited in their ability to maximize return on their KBB spend.

The Solution

Impel AI helps dealers optimize the value of KBB ICO leads with a consistent and comprehensive lead management process drive by generative AI technology.

Speed - Faster initial response to potential vehicle sellers

Quality - Highly conversational and personalized dialogue

Reach - Maximum use of SMS texting for higher engagement

Persistence - Systematic follow-up for every lead