

# Chat AI Conversation Connect

Instant Engagement—Anywhere Your Shoppers or Customers Are



Conversation Connect turns clicks into conversations—and conversations into opportunities—by connecting every dealer-owned digital property to Chat AI for real-time, AI-powered engagement.

## Key Features

- Integrates with any digital channel: social media, digital ads, emails, VDPs, and more
- Instantly launches Chat AI on your dealership website from any digital channel
- Delivers immediate, humanlike responses to customer inquiries
- Tracks performance by source within the AI Dashboard

## Benefits

- Boosts customer engagement and satisfaction
- Streamlines the path from interest to conversion
- Improves lead capture and qualification
- Enhances ROI across marketing campaigns

## Drive powerful results with best practices:

1. Add Chat AI to SRPs and VDPs
2. Toggle “Lead Gating for Pricing & Availability Check” ON
3. Optional: Check “Only apply to Conversation Connect”
4. Optional: Toggle “Maximize Conversions” ON

55%

increase in chats

33%

increase in leads/customers who provided info

20%

increase in AI-set appts



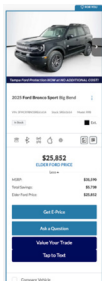
## Email Campaigns

Convert email campaigns into real-time conversations—deepening engagement and increasing sales and service conversion.



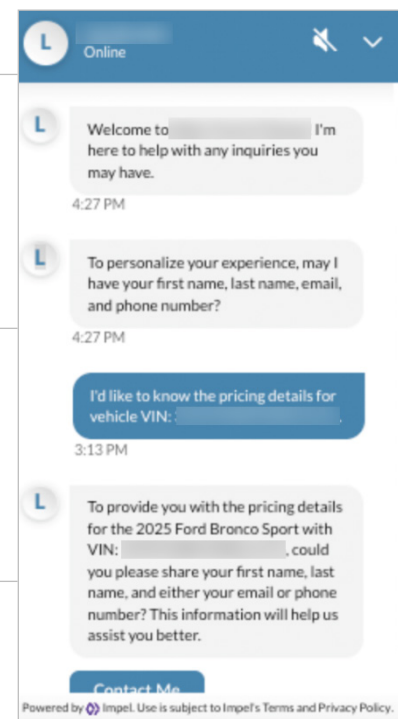
## Digital Advertising

Capture and convert high-intent shoppers and customers the moment they're ready to act.



## Search Results & Vehicle Details Pages

Transform static forms into dynamic AI interactions—delivering vehicle-specific answers, guiding consumers forward, and capturing qualified leads.



Example chat window triggered by Conversation Connect's "Get E-Price" and "Ask a Question" CTAs on SRPs and VDPs with lead gate for pricing inquiries

## How It Works

Add #chatloadopened to any URL (e.g. <https://yourdealership.com/#chatloadopened>), and any clicks will automatically launch Chat AI on your website.

For additional assistance, contact your performance manager.