



# The Leading Edge of Automotive Advertising Technology





- 
- A hand is shown interacting with a tablet, which displays a collection of data visualization widgets. These include donut charts with percentages like 75%, 80%, and 25.01%, bar graphs, and line charts. The widgets are overlaid on a blurred background of a person working on a laptop, suggesting a professional or business context. The overall aesthetic is modern and tech-oriented.

# PureCars At A Glance

Founded **2007**

Launched  
Digital  
Advertising **2012**

Acquired  
Customer  
Data Platform **2023**

**1 of 11** Meta Trusted  
Providers

**Top 3%  
Provider** 2025 Google  
Partner  
Program  
Certification

**20+** OEM Certifications  
(T3 & T2)

**\$255M+** Media Under  
Management

# The Evolution Of Digital Marketing

- **Digital Marketing Execution:**

- Programmatic Media
- Linear Media

- **Customer Data Platforms (CDPs)**

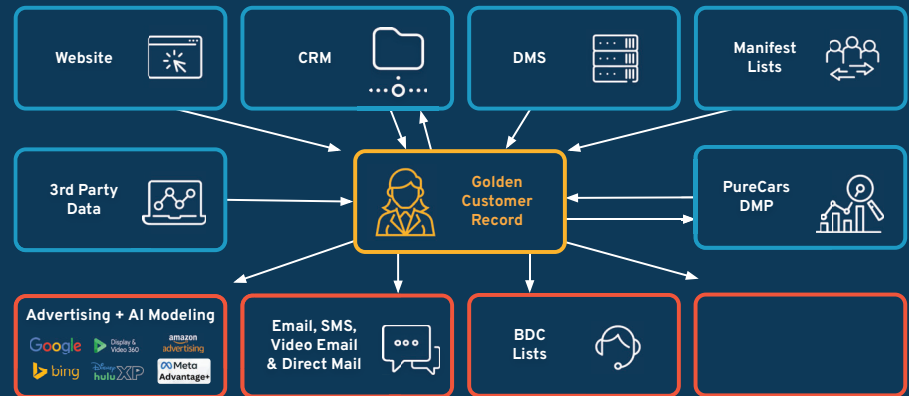
- Lifecycle Marketing
- Operational Marketing

- **Data Management Platform (DMPs)**

- Create audiences
- Measure advertising
- Identity Resolution

- **Artificial Intelligence (AI)**

- Support for Sales & Service
- Conversation Nurturing



**PURECARS**

The First Auto-Specific DMP  
Omni Channel Media Execution  
OEM & Dealer Media Optimization  
Exclusive Market Share Data

## Online & Offline Advertising

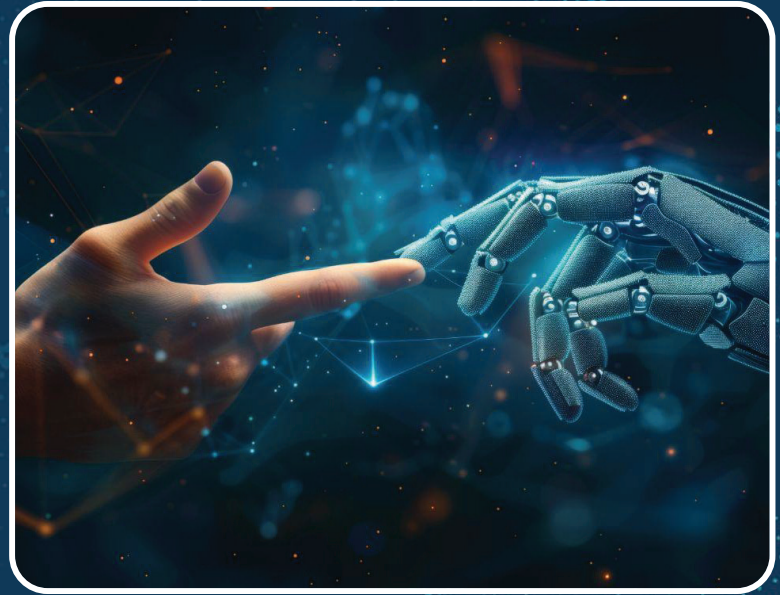
Search • Social • Display • Video • OTT • Streaming Audio • Email • SMS • Direct Mail

# Driving Engagement & Sales

AI Conversations enhances client engagement by:

- Responding to communications (email/text)
- Empathetic and understanding to customer needs
- Reducing human error
- Better customer experience

This technology, combined with our CDP enables **real-time, data-driven decisions** and **automated action on sales and marketing opportunities** until a client is ready for the next step.





# Conversations

Your team can leverage **RylieAI Conversations** to:



*Improve customer experience*



*Engage multiple audience types for sales & service*



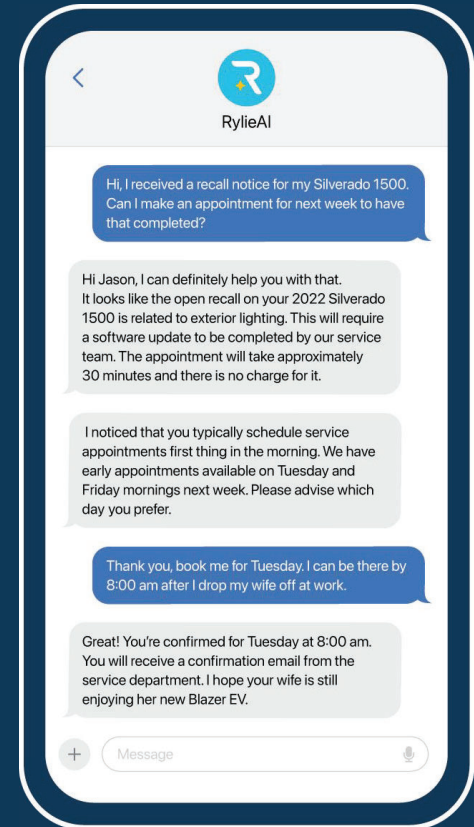
*Email and SMS capabilities*



*Send highly personalized responses*

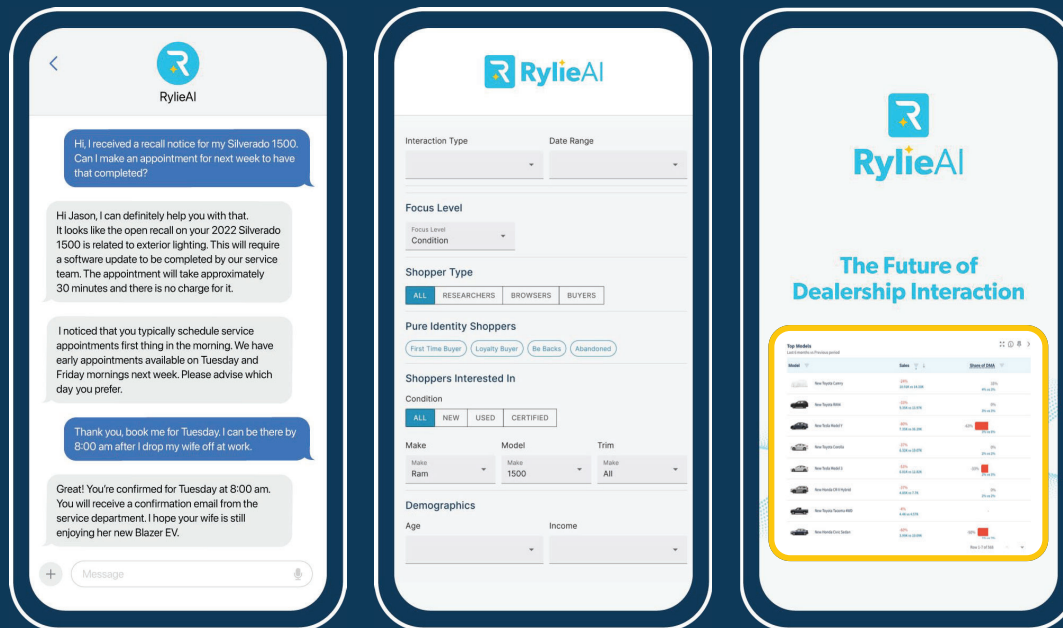


*Improve appointment conversion rates*





## AI & Automation | Single Source of Truth to Drive the Best Customer Experience



### One Unified AI to Power It All:

- Seamlessly integrated AI persona within your automotive CDP
- Centralize AI workflows and conversation management through a single source of truth
- Leverage enterprise-wide intelligence to inform smarter decisions
- Deploy tailored AI personas designed specifically for the dealership's needs
- Increase efficiency and reduce the need for additional headcount

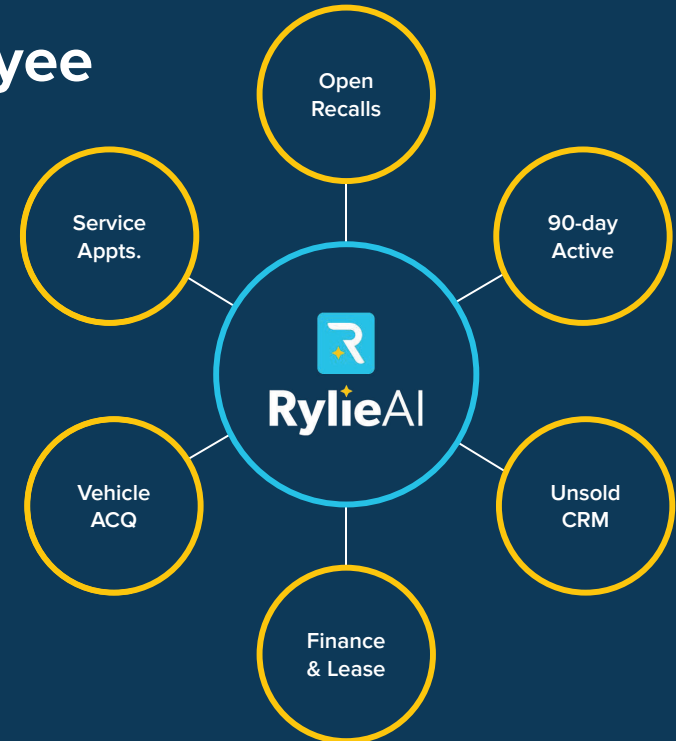
### AI-Powered Dealership Intelligence

A smart, scalable solution built to fuel dealership growth in a data-driven world.



# RylieAI: Your First Digital Employee

- Custom configuration for each dealership
- Hands off to CRM
- Responds to replies from marketing campaigns
- Access to inventory, but never gives a price
- Attribution by customer or campaign





# Core Audiences

AI Engagement  
Email + SMS

Maintain ongoing messaging to our most likely returning customers for service or sales.



## Initial Email

- New/Used Buyback
- Service Upgrade
- High APR/Equity
- Unsold CRM Leads
- Past Due Service
- Declined Service
- First Service
- Recalls



## SMS Follow-up

- Recalls
- Campaign follow up
- Custom Content
- Unified Dealer Experience



## Hot Conversations

- Notify store of Conversation in real time
- Custom Alerts
- Fits all Dealer Process Options

# Menu

## Persona Engagement

Email

Retargeting

SMS

Conversation Handover

Campaign Replies

### Service AI

- Recalls
- Missed Appt
- Past Due

#### Target Audiences

- RECALLS
- Missed Appt last 60 days
- 3, 6 & 9 mo Past Due

#### Campaign & AI Engagement

- Email/SMS
- Persona Replies
- Conversation Handover

### Sales AI

- Service Buyback
- Customer Re-engagement
- Buy Back
- High APR Trade-in
- Trade value

#### Target Audiences

- Recent Service
- Unsold CRM Leads
- High APR Rate
- High Equity

#### Campaign & AI Engagement

- Email/SMS
- Persona Replies
- Conversation Handover

# AI Conversations Dashboard

The ability to monitor and engage customers at your fingertips

My Messages Other Admins Agents AI Handovers Manual Handovers Campaigns

 Fresh reply  No reply since 2 days  No reply since 4 days  No reply since 7 days  Has AI Handover  Has Manual Handover

	From	Name	Subject	Updated At
	17024001698	Brad Carpenter		2025-11-17 17:30:40
	19415869162	Jordan Blaugh Blaugh		2025-11-14 19:45:48
	19412030232	Bryan Miller Miller		2025-11-14 19:45:00
	12054347207	Costa Tsoutsikos		2025-11-14 19:44:45
	14022026668	Kyle Olinger		2025-11-03 16:42:07
	17024001698	Brad Carpenter		2025-11-03 14:00:05
	19415869162	Jordan Blaugh Blaugh		2025-11-03 13:39:48

# Sales Email Examples

Brad, ready for a vehicle upgrade?

Can you send me some information on Defenders you have in stock? Thank you [image: photo] Brad Carpenter Senior Account Executive bradc@purecars.com (702) 400-1698 <(702)400-1698> purecars.com [image: linkedin] [image: facebook] [image: twitter] [image: instagram]

Hi Brad,

Thank you for reaching out to Land Rover Lakeland! My name is Olivia Fox, and I'd be happy to share the information on our Land Rover Defender models in stock.

We currently have a few excellent options that I think you'll be interested in:

- A new **2025 Land Rover Defender X-Dynamic SE**, priced at \$95,948 with 1,709 miles. You can view more details here: [View 2025 Defender X-Dynamic SE](#)
- A new **2026 Land Rover Defender**, priced at \$80,106 with just 13 miles. Find out more here: [View 2026 Defender](#)
- A used **2025 Land Rover Defender V8**, available for \$98,992 with 6,487 miles. More details are available at: [View 2025 Defender V8](#)

We're also open to buying or trading all kinds of vehicles, and our professional buyers are paying top dollar for high-demand vehicles. If you're considering a trade-in for your current vehicle, you can check out your trade-in value here: [Value Your Trade](#).

# Service Email Example

Hi Paulette, this is {{ai\_name}} with {{dealership\_name}}.

Our records indicate that your 2024 Subaru Crosstrek is past due for service. We have service specials that may apply to your next service. Will today or tomorrow work better for you?

Thank you again for choosing {{dealership\_name}}!

Paulette, is your Crosstrek due for service. 📅

Today works for me. What time can I come by?

We'd love to get you in today! Our service department is open from 7:30 AM to 6:00 PM, and you can choose any convenient time by visiting our scheduling page at [Schedule Appointment](#). Once you've selected a slot, our team will reach out to confirm your appointment. Is there a particular service or any specific concern you'd like us to address when you come in?

# Sales SMS Example

💖💖💙 Veteran's Day Specials — Our Way of Saying Thank You! Right now at Kia of New Bern, you can lease a brand-new select Kia as low as \$229/month or APR as low as 0.9%! Just respond to this message and let me know what you're looking for—or even just that you're interested. I'll take it from there, making the process easy for you.

Yes, interested in you buying the current car then perhaps leasing or purchasing another one.

Hey LIANNE! Great to hear you're interested in trading your Kia Niro & getting a new vehicle! Start your trade appraisal here: <https://www.kiaofnewbern.com/value-your-trade>. Our team will connect with you soon!

# Service SMS Examples

Hi {{first\_name}}, this is {{ai\_name}} with {{dealership\_name}}! ❤️ 🚗 Celebrate Black Friday with us: 🛠️ Oil change for just \$59.95 ✨ 15% off all accessories 🌟 50% off all filters Non-Subarus are welcome too! Reply now to schedule your appointment and take advantage of these deals before they're gone! (see dealer for details) Offer expires on November 29th

Nov 25 - Black Friday

I would like to schedule an oil change. Any openings for tomorrow morning?


Hi LESLIE HAWKINS! Happy to help schedule your Subaru Outback oil change for tomorrow! We have a \$59.95 Black Friday special. Our service team will call you to confirm your appointment. You can also schedule online: <https://www.douglassubaru.com/service/appointment.htm>




# AI to Human Handoff

● Fresh reply ● No reply since 2 days ● No reply since 4 days ● No reply since 7 days ● Has Lead Handover		
From	Name	Subject
✓ hazelnus@aol.com	DEBRA PAYNE	Debra your Rav4 Hv may be due for service ✕
✓ rc2150@verizon.net	ROBERT COBERLY	Robert your 4runner may be due for service ✕
✓ robertkilty_doss@yahoo.com	ELENA KILTY	Elena your Rav4 Hv may be due for service ✕
✓ caroljpope@yahoo.com	CAROL POPE	Carol your Camry may be due for service ✕
pastormitchell@verizon.net	TONYA MITCHELL	Tonya your Avalon may be due for service ✕


When the AI identifies a customer is ready, it triggers a **conversation handover to the CRM**, including a **full conversation transcript link**.



 **Deal Imported From System** • Today at 3:29 PM

Hey there! Just wanted to let you know that JOHN KEANE with JACK\_KEANE2000@YAHOO.COM, has requested to speak to a human representative. It is important for you to take over the conversation at this stage. You must manually unsubscribe to stop the persona from continuing the conversation with the lead. Thanks for handling this! ##conversation\_id###63b98ce4-aa60-4c85-b1c9-9659f6515c4a###conversation\_id### Link to conversation: <https://walmarttoyota.purecarstam.com/conversations/email?id=63b98ce4-aa60-4c85-b1c9-9659f6515c4a>

Phone #: 3015423775

 **Duplicate Lead** • Today at 3:29 PM

Campaign : Autominer

[View Xml](#)

## MAIN PACKAGES

# Smarter Connections

### What Makes RylieAI Different?

- Dealer-Specific Agent
- Tailored to Dealership Processes
- Appointment Driven
- Conversation Forwarding
- Bi-Lingual

### The Safety Net Your Dealership Can Depend On

- Conversations handled professionally and consistently
- Timely handoff to sales and service
- Allows teams to focus on high-value tasks and customers in-store

## RylieAI Conversations

### AI-Powered Customer Nurturing and Engagment.

#### Includes:

- Unified Customer Data (CRM, DMS)
- Data Cleansing and Enrichment upon Ingestion
- Email and SMS Conversations
- Tailored Audiences
- Dedicated AI Agent
- Consistent Customer Engagement
- Intelligent Conversation Handoff

**\$1,999/MO**



# Questions?

Please feel free to reach out for any additional information.

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