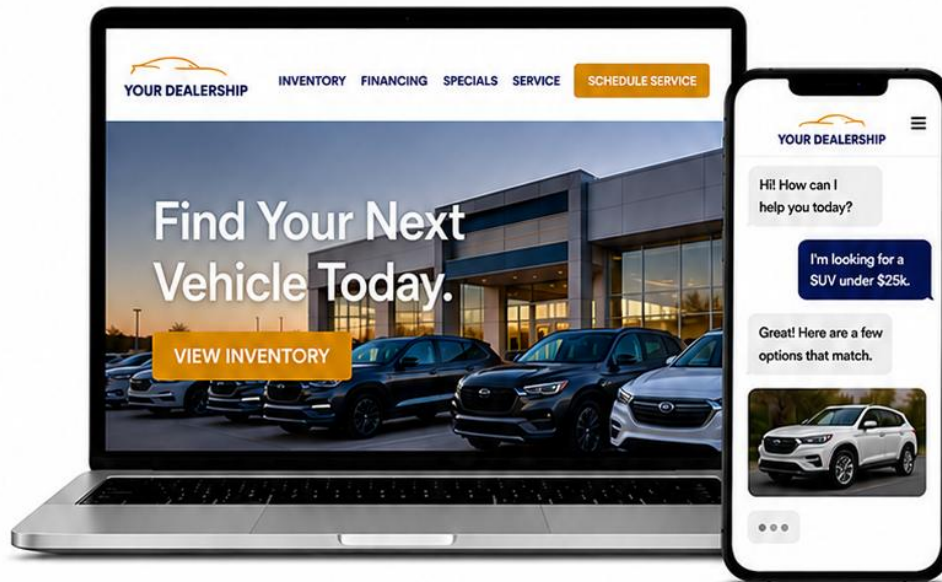


context

Helping Dealers Sell & Service More Vehicles.



Outperform Competing Dealers.



Drive More Qualified
Online Demand



Increase Direct
Website Traffic



Reduce Website
Drop-Offs



Convert More Visitors
into Appointments & Leads



Improve Customer
Experience



Strengthen Retention
& Repeat Business



Improve
Marketing ROI



Sell & Service More
Vehicles

Executive Summary

Modern consumers research extensively before purchasing a vehicle or scheduling service. They compare dealerships, browse inventory, explore financing options, read reviews, evaluate service departments, and often visit multiple dealership websites before making a decision.

Unfortunately for many dealerships, the majority of those visitors leave without ever contacting the dealership.

Many continue their journey by:

- Comparing competing dealerships
- Searching marketplace websites
- Researching pricing and financing elsewhere
- Continuing vehicle research
- Delaying service scheduling
- Looking for better offers or convenience

This creates a major challenge for dealerships trying to grow both vehicle sales and fixed operations revenue.

Today, dealerships invest heavily in:

- SEO
- Google Ads
- Inventory marketplaces
- Social media campaigns
- Website traffic generation
- Digital advertising
- Reputation management

Yet despite these investments, most dealership websites still fail to convert the majority of visitors into leads, appointments, vehicle sales, or service revenue.

Context was built to solve both problems together.

First, Context helps dealerships drive more online demand by increasing digital visibility and attracting more high-intent shoppers directly to the dealership website.

Then, once visitors arrive, Context intelligently engages them in real time—helping dealerships reduce website drop-offs, answer questions instantly, improve engagement, and convert more anonymous visitors into qualified opportunities before they continue researching competitors elsewhere.

Beyond the website, Context extends the dealership experience directly to the customer's smartphone through an ongoing branded mobile experience that helps dealerships stay connected before, during, and after the customer journey.

The result is a more complete digital strategy that helps dealerships:

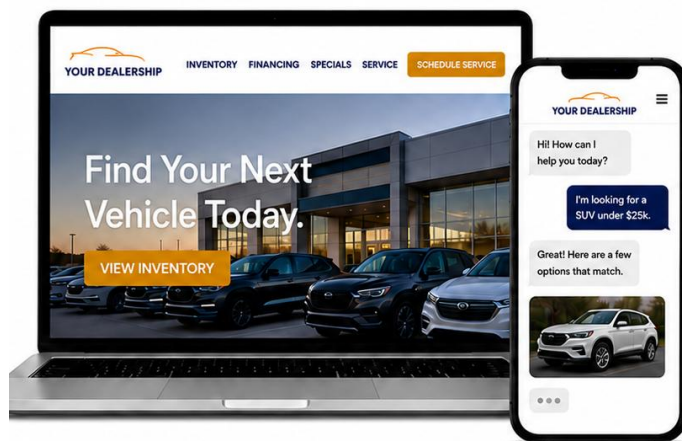
- Drive more qualified online demand
- Increase vehicle sales opportunities
- Increase service repair opportunities
- Convert more website visitors into appointments and leads
- Reduce website drop-offs
- Improve customer experience
- Strengthen retention and repeat business
- Improve marketing ROI
- Build stronger long-term customer relationships

In today's automotive market, generating traffic alone is no longer enough.









Dealerships need the ability to both attract customers and convert them before competitors do.

That is where Context creates a competitive advantage.

Helping Dealers Sell & Service More Vehicles.



Outperform Competing Dealers.

-  Drive More Qualified Online Demand
-  Increase Direct Website Traffic
-  Reduce Website Drop-Offs
-  Convert More Visitors into Appointments & Leads
-  Improve Customer Experience
-  Strengthen Retention & Repeat Business
-  Improve Marketing ROI
-  Sell & Service More Vehicles

The Biggest Digital Revenue Problem

Most dealerships focus heavily on generating traffic. Far fewer focus on what happens after visitors arrive. This is where significant revenue loss occurs.

Dealerships invest heavily in:

- SEO
- Paid advertising
- Inventory listings
- Social media campaigns
- Google Business Profile optimization
- Marketplace visibility
- Brand awareness campaigns

The assumption is simple:

More traffic should produce more sales and service appointments. But traffic alone does not guarantee revenue. Most dealership website visitors are still in the research phase.

They are:

- Comparing vehicles
- Evaluating pricing
- Exploring financing options
- Researching trade-in opportunities
- Looking for service availability
- Comparing dealerships
- Reading reviews
- Gathering information before making decisions

Most are not ready to immediately submit a form or make direct contact.

As a result, the majority leave anonymously without scheduling service, booking appointments, or inquiring about inventory.

And once they leave:

- The dealership loses visibility into who they were
- The relationship disappears
- The opportunity often shifts to a competing dealership

This creates one of the largest hidden revenue leaks in automotive retail today.

Driving More Online Demand

Context helps dealerships increase visibility and attract more high-intent shoppers directly to their website.

Whether consumers are:

- Shopping for vehicles
- Comparing financing options
- Looking to trade in a vehicle
- Researching repair services
- Booking maintenance
- Exploring dealership offers
- Comparing local dealerships

Context helps dealerships compete more effectively online and capture more opportunities earlier in the buying journey.

Rather than relying solely on third-party marketplaces or passive advertising, Context helps dealerships strengthen their direct digital presence so customers discover and engage with the dealership sooner.

This helps dealerships:

- Increase direct website traffic
- Improve online visibility
- Generate more qualified sales opportunities
- Generate more service opportunities
- Strengthen local market authority
- Improve customer acquisition
- Create more direct engagement opportunities

The advantage is not simply more traffic.

It is the ability to attract the right customers and convert them more effectively than traditional dealership websites.

Why Traditional Dealership Websites Fail to Convert

Most dealership websites remain passive.

They display:

- Inventory
- Pricing
- Specials
- Service information
- Financing pages
- Contact forms

But they rarely engage customers in meaningful ways during the most important stage of the customer journey: the research phase.

Modern consumers expect:

- Instant answers
- Convenience
- Personalization
- Faster communication
- Real-time engagement
- Simplified experiences

Traditional dealership websites often fail because they rely too heavily on:

- Passive lead forms
- Generic chatbot experiences
- Delayed responses
- Static browsing experiences

As a result, dealerships lose potential buyers and service customers while visitors continue researching competitors.

Why Contact Forms and Traditional Chatbots Fall Short

Static Contact Forms

Most website visitors are not ready to submit personal information early in their research journey.

They simply want answers:

- Is this vehicle still available?
- What are the financing options?
- Can I trade in my current vehicle?
- What are the monthly payments?
- How quickly can service be scheduled?
- Are loaner vehicles available?
- What promotions are currently running?
- What warranties are included?

Forms create friction too early in the process.

Most visitors leave instead.

Traditional Chatbots

Many dealerships introduced chatbots hoping to improve engagement.

But most chatbot experiences feel:

- Generic
- Scripted
- Transactional
- Limited
- Frustrating

Customers quickly recognize when a chatbot is attempting to collect information instead of genuinely helping them.

This reduces trust and increases abandonment.

Dealerships need a more intelligent and personalized engagement experience.

Context Smart Assist™

Turning Website Traffic into Sales and Service Opportunities

Once visitors arrive on the website, Context Smart Assist™ helps dealerships engage them before they leave.

Instead of passive browsing experiences, customers receive intelligent, real-time engagement tailored to their interests and needs.

This helps dealerships:

- Reduce website drop-offs
- Improve customer engagement
- Increase appointment opportunities
- Generate more qualified leads
- Increase sales opportunities
- Increase service booking opportunities
- Convert more anonymous visitors into active conversations

The combination of increased online demand and improved on-site conversion creates a significantly stronger digital revenue engine for dealerships.

Context Smart Assist™

Turning Website Traffic into Sales & Service Opportunities



Reduce website drop-offs



Improve customer engagement



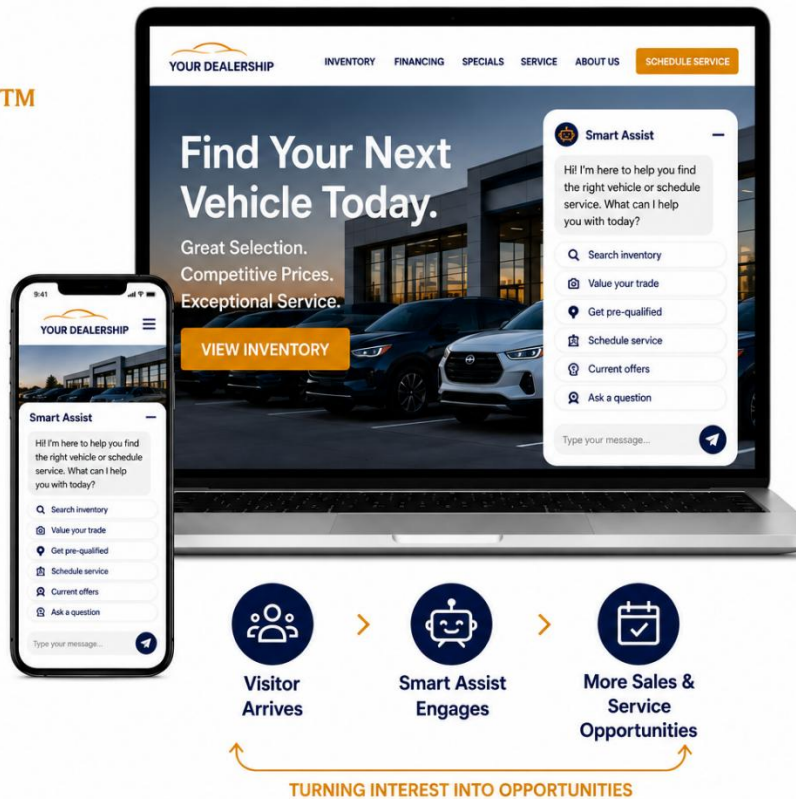
Increase appointments & leads



Capture shopper & service intent



Convert more visitors into qualified opportunities



Understanding Customer Intent

Not every customer visits a dealership website for the same reason.

Some are:

- Shopping inventory
- Researching financing
- Comparing dealerships
- Looking for trade-in information
- Booking service
- Exploring repair options
- Searching for promotions
- Evaluating dealership reputation

Context intelligently analyzes visitor behavior and engagement signals in real time to better understand customer intent.

This includes:

- Referral sources
- Search intent
- Website engagement patterns
- Returning visitor activity
- Research stage indicators

This allows dealerships to deliver more relevant and personalized interactions that help move customers closer to taking action.

Intelligent Customer Engagement

Once customer intent is understood, Context helps guide personalized conversations that move customers toward action.

Customers can instantly receive assistance related to:

- Vehicle availability
- Financing options
- Trade-in questions
- Service scheduling
- Repair information
- Specials and promotions
- Warranty questions
- Vehicle comparisons
- Appointment scheduling
- Dealership policies

Instead of generic chatbot scripts, customers receive meaningful guidance that builds trust and confidence.

This creates a significantly more engaging and conversion-focused dealership experience.

Reducing Website Drop-Offs

Most dealership website visitors leave without taking action.

Context helps interrupt that behavior by engaging customers while buying or service intent is highest. This creates more opportunities to:

- Answer questions instantly
- Address concerns
- Build confidence
- Encourage appointments
- Capture customer intent
- Continue conversations

Instead of disappearing anonymously, more visitors become engaged prospective customers.

Improving Vehicle Sales and Fixed Operations Growth

Dealerships that fail to engage customers early often lose opportunities to competitors.

Context helps dealerships:

- Keep customers engaged longer
- Improve conversion rates
- Increase appointment opportunities
- Improve service scheduling activity
- Strengthen customer relationships
- Increase long-term customer value

The objective is not simply more traffic. The objective is converting more existing and future traffic into revenue.

Smart Engage™

Dealership Experience Beyond the Website

With one simple tap, customers can add the dealership's branded experience directly to their phone—without requiring an app download. This gives customers fast, frictionless access anytime they need it. This creates a direct one-to-one connection between the dealership and the customer through the device they already use every day.

For dealerships, Smart Engage™ helps keep the dealership top of mind throughout the entire ownership journey. Customers can:

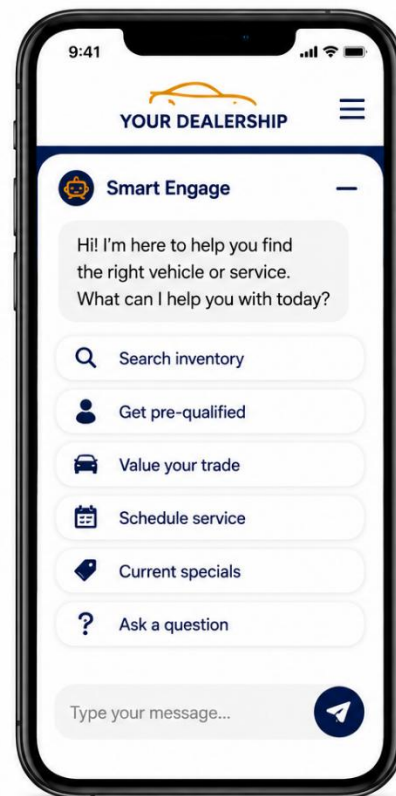
- Schedule service appointments
- Receive special offers and promotions
- Browse inventory
- Ask questions
- Access dealership information
- Communicate with staff
- Receive reminders and updates
- Stay connected with the dealership experience

This creates a more convenient and personalized customer experience while helping dealerships strengthen retention and long-term loyalty.

Context Smart Engage

Intelligent conversations that help customers make confident buying and service decisions.

- | | |
|---|---|
|  Vehicle availability |  Vehicle comparisons |
|  Specials & promotions |  Warranty information |
|  Financing options |  Parts & accessories |
|  Trade-in value |  Speak with a specialist |
|  Schedule a test drive |  Customer reviews |
|  Service scheduling |  Dealership policies |
|  Dealership directions |  Ask a question |



Conclusion

Generating traffic alone is no longer enough.

Dealerships must also convert that demand into sales and service opportunities before customers continue researching competitors elsewhere.

Context helps dealerships solve both challenges together.

- Driving more qualified online demand
- Increasing website engagement
- Reducing website drop-offs
- Improving customer experience
- Increasing sales opportunities
- Increasing service repair opportunities
- Strengthening customer retention
- Extending engagement beyond the website

Context helps dealerships transform their website into a stronger digital revenue engine capable of competing in today's highly competitive automotive market.

Instead of losing customers to competing dealerships, dealerships can create stronger customer relationships, improve profitability, and build long-term revenue growth.

**Ready to increase your online presence and
drive more sales & service?**

[Request Demo](#)

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