

DRIVING GROWTH WITH REAL-TIME DATA + PERSONALIZED ENGAGEMENT

WHY CLIENT COMMAND®?



Patented Technology

Built around identity resolution and real-time shopper behavior



OEM-Ready Compliance

Privacy-focused, secure, and scalable

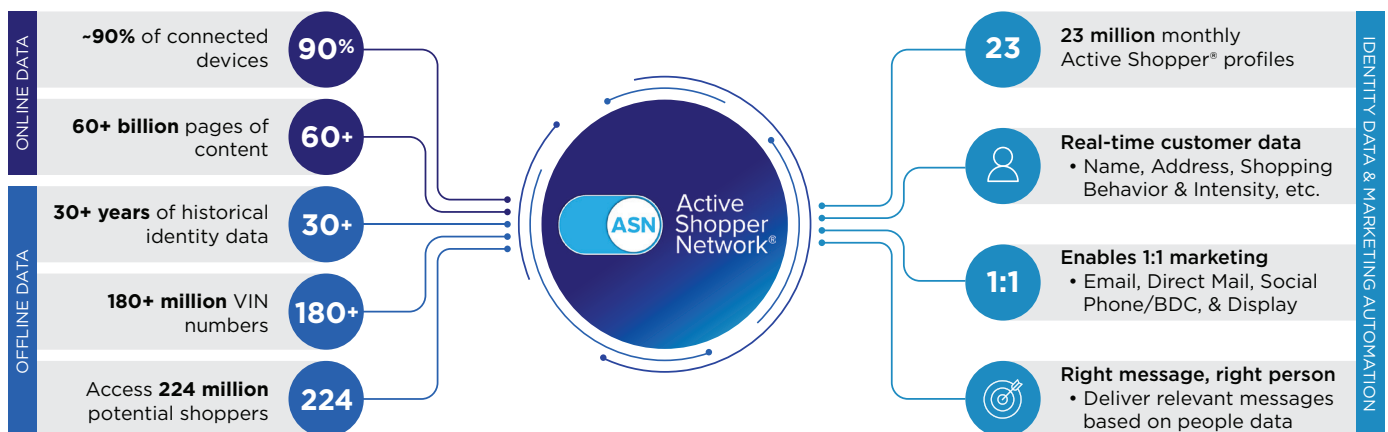


Full-Funnel Impact

From awareness to close, across sales and service

OUR PRODUCT SUITE

ACTIVE SHOPPER NETWORK®



Real-Time Market Intelligence That Drives Sales

Our patented identity resolution engine tracks and analyzes over 10 million active auto shoppers daily, recognizing real-time signals of in-market behavior.

KEY FEATURES:

- ✓ Identifies real, ready-to-buy shoppers across channels
- ✓ Continuously updates audience targeting as shopper behavior changes
- ✓ Directly connects sales and marketing with high-intent buyers

DEALER VALUE:

- ✓ Increases sales velocity by reaching shoppers first
- ✓ Eliminates wasteful ad spend on low-intent audiences
- ✓ Drives high-performing marketing
- ✓ Connect with shoppers that haven't visited your website

CUSTOMER DATA PLATFORM (CDP)

Unified, Secure Identity-Based Customer Profiles

Client Command's CDP consolidates first-party and third-party data into a single view of the customer, giving dealers better insight, segmentation, and communication.

KEY FEATURES:

- ✓ Identity resolution across devices and platforms
- ✓ Cleans, enriches, and organizes 1st-Party Website, CRM and DMS data
- ✓ Secures Data and Supports Data Privacy
- ✓ Provides Audience Export for Activation

DEALER VALUE:

- ✓ Eliminates Ad Waste by Unifying Profiles
- ✓ Enables seamless cross-channel experiences
- ✓ Provides Support for Consumer Privacy Compliance

AUDIENCES

Precision Targeting Powered by Real-Time Behavior

Our Audience Builder Tool creates dynamic audience segments from the Active Shopper Network®, letting dealers tailor outreach based on actual shopper behavior—not just demographics.

KEY FEATURES:

- ✓ Segments based on intent, recency, location, and past activity
- ✓ Feeds directly into digital, OTT, email, and direct mail platforms
- ✓ Optimized for conquest, retention, fixed ops, and more

DEALER VALUE:

- ✓ Export built audiences for use with other vendors
- ✓ Higher engagement and conversion rates
- ✓ Customizable audiences built from the Active Shopper Network®

MARKETING

Omnichannel Execution that Converts

Our managed marketing solution delivers personalized, real-time outreach across every major channel. Built to move the needle, fast.

KEY FEATURES:

- ✓ **Multi-Channel campaigns:** Email, social direct mail, digital ads, phone, OTT
- ✓ Personalized marketing based on shopper-behavior
- ✓ Performance transparency with detailed reporting

DEALER VALUE:

- ✓ Always-on engagement—no staff required
- ✓ Converts intent into showroom traffic
- ✓ Maximizes ROI with measurable outcomes

OUR PARTNERS

