



Instant Cash Offer

INTERACTIVE BANNER

Increase your offer volume from your website



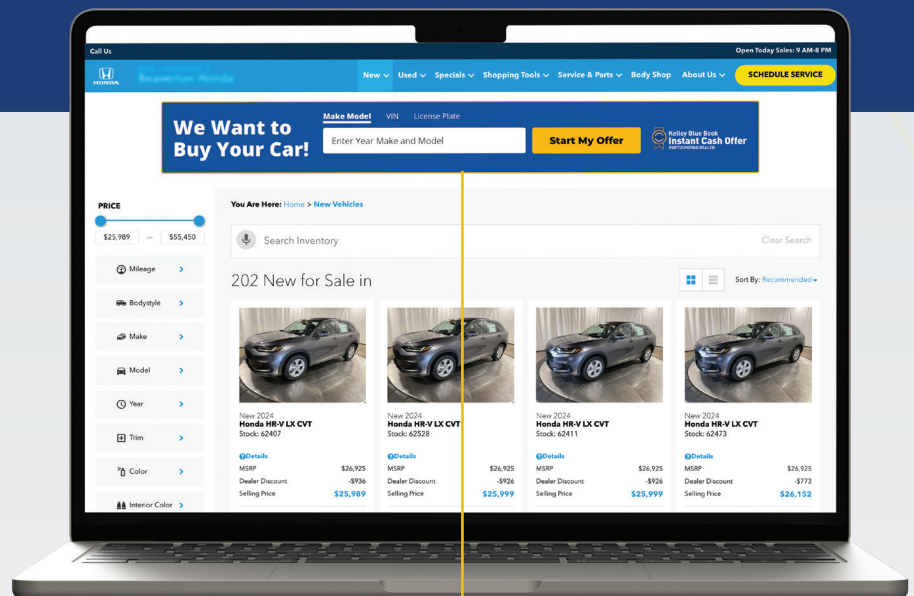
Maximize your used vehicle acquisition opportunities on your website with an Interactive Banner, a new enhancement from Kelley Blue Book® Instant Cash Offer.

Replacing your existing static banners, the Instant Cash Offer Interactive Banner helps you meet shoppers where they're already browsing on your website.

DRIVE TRADE-IN INTEREST ON YOUR WEBSITE

Here's how it works to get you more acquisition opportunities:

- ✓ The Interactive Banner replaces your existing static banners so your customers see it at every point of their online shopping experience.
- ✓ Customers can click on the banner at any point, bringing up an overlay to fill out an Instant Cash Offer without leaving your website.
- ✓ Customers receive an Instant Cash Offer based on a transparent appraisal from the brand they trust most.¹
- ✓ Once they're done, they can close the overlay and resume shopping your inventory exactly where they left off.



Dealers who added this interactive banner saw a **32% increase in offer volume.²**

See how adding the Interactive Banner can increase your chances of customers completing an offer and continuing to shop.

Get in touch with a sales rep or performance manager to start using the Interactive Banner.

¹ Kelley Blue Book® is the #1 most-trusted resource according to the Q4 2023 Consumer Brand Tracker.

² Data based on a ten-dealer, three-month pilot during 2023. Not a guarantee of performance.