

# THE PSX DIFFERENCE

Powered by Ai to drive industry-leading results throughout every sales and marketing touch-point, our fully-integrated CXMAi puts motorsports dealers back in the driver's seat. Leverage data-intelligence to deliver the right engagement at the right time in order to connect more consumers, convert more buyers, and sell more vehicles from a single intuitive platform. The PSXDigital CXMAi Platform is here to drive results. PSXDigital CXMAi Platform offers all-in-one tools for efficient results.

**No more guessing games.**

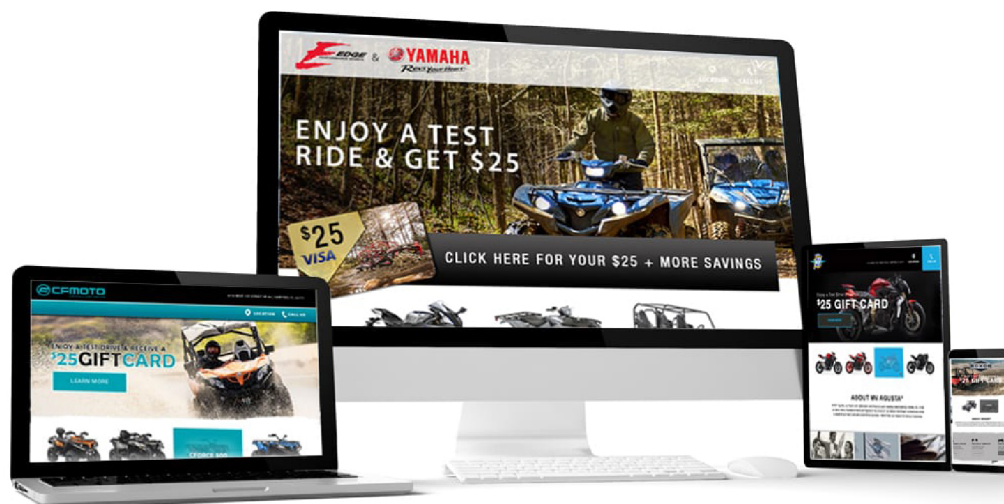


**50%**  
more leads  
guaranteed\*



**93%**  
more customer  
connections





## WHO WE ARE

Dealers don't build CRM software solutions and programmers don't know what it takes to sell motorsports inside the store every day. So we've combined the best of both worlds. Veterans in the industry, our leaders are trailblazers in dealer-

ship technology from both inside and outside the store and our developers are informed by dealers like you. And let's not forget our sales, support, performance experts and support teams - all with backgrounds and practical application experience with dealership technology.

## HOW WE DO IT

We've introduced the market's first CXMAi (Customer Experience Management powered by Artificial Intelligence) Platform: CRM + Inventory Management + Websites + Marketing Automation... and so much more.

This fully-integrated sales and marketing solution provides a consolidated view of the customer from a single login, connecting more dealers to more customers and driving more sales - faster and better - than our competition...and yours.





## MARKETING AUTOMATION

### SMART TECHNOLOGY + INFORMED STRATEGY:

Power customer engagement at every touchpoint across all channels for more quality leads and stronger results.



## CRM

### DEALERSHIP PROCESSES + POWERFUL AUTOMATION:

A single view of the customer and accountability across your entire operations.



## WEBSITES

### ADAPTIVE DESIGN + INTUITIVE SOLUTION:

Your integrated online store is your biggest lead generator. Keep your brand top-of-mind.



## INVENTORY

### COMPLETE INVENTORY + AUTOMATED PRICING:

Make profitable valuations based on the most accurate data in the market.

**PX DIGITAL**  
XTREME DIGITAL MARKETING



OPTIMIZATION



## THE ENGINE OF YOUR BUSINESS

We are a leading digital marketing company committed to helping dealer-partners in the Powersports, boat, and RV industries succeed more profitably with far more efficiency while delivering an amazing customer experience. PSX Digital CXMAi Platform offers Ai Powered driven results.

PACKAGE SOLUTIONS	BASE WEBSITE \$699/MO	UPGRADE #1 \$999/MO	UPGRADE #2 \$1,699/MO
Adaptive mobile and tablet design	✓	✓	✓
Dedicated Promotions Landing Page	✓	✓	✓
Auto update promotions	✓	✓	✓
Data Driven VDP's	✓	✓	✓
3 call Tracking lines w/ 500 min included	✓	✓	✓
Advanced Schema SEO	✓	✓	✓
Blog / News Page	✓	✓	✓
Full ADA compliance	✓	✓	✓
Integrated Trade-in instant Value Page	✓	✓	✓
Integrated Credit Pre-Qualification page	✓	✓	✓
ReplicatorX Custom Photo Replicator	✓	✓	✓
Advanced Inventory Management	✓	✓	✓
Custom Website Analytics	✓	✓	✓
Inventory Syndication (Trader, Chopper Exchange)	✓	✓	✓
Basic Relational Marketing Database Build	✓	✓	✓
Dedicated Training	✓	✓	✓
Website Personalization and Geo Fencing		✓	✓
Conversion Rate Optimization		✓	✓
Lead Auto Responder		✓	✓
Onsite Behavioral Marketing		✓	✓
Language Translation		✓	✓
Advanced Analytics Set up		✓	✓
PSX 3 Book Appraisal Tool		✓	✓
Google My Business set up and Optimization		✓	✓
Market Pricing Tool		✓	✓





PACKAGE SOLUTIONS	BASE WEBSITE \$699/MO	UPGRADE #1 \$999/MO	UPGRADE #2 \$1,699/MO
Marketing Automation Set up			✓
Newsletter			✓
Pick-A-Payment payment driven SRP			✓
Advanced Relational Marketing Database Set up			✓
Email Append			✓
Mobile Append			✓
SMS Communications platform set up			✓
PSX Big Data Record enhancement			✓
Dealership Marketing Analysis			✓
Relational Database Customer Segments			✓
PSX In-Market Predictive Analytics			✓
Equity Mining			✓
ActiveX Predictive Offers			✓
SAMe Ai Pixel Targeting			✓
Custom 12 month marketing calendar			✓
Dedicated Marketing Strategist			✓

ADD-ONS	PRICING
Pick – A – Payment SRP Filter	\$550
Newsletter	\$275
Custom Blog Posts	\$230/post
Pixel Targeting	\$1,200
Multi-channel Behavioral Marketing Campaigns	\$0.50/active record
Base Website Package DMS Integration Fee (non-TALON dealers)	\$100
Upgrade Website Package 1 DMS Integration Fee (non-TALON dealers)	\$200
Upgrade Website Package 2 DMS Integration Fee (non-TALON dealers)	\$200

