

# CORE Smart Technology Platform

(Continually Optimized Response)

This platform offers a wide range of options and includes various tailored data points for each dealership. This approach ensures that the advertising for each client is always up-to-date and active on all internet advertising programs, making it a vital solution for current consumer buying preferences.

BOOK A DEMO



## A Digital Advertising and Response Platform

By utilizing the advanced technology and expert team of digital specialists and data analysts provided by Dealer Alchemist, dealers who employ the CORE platform have reported positive results and appreciate the transparency of its operation.

The Dealer Alchemist CORE platform is optimized daily and offers a wide range of options and includes various tailored data points for each dealership. By utilizing this platform, the advertising for each client is always up-to-date and active on all internet advertising programs, making it a vital solution for current consumer buying preferences.

Our innovative and ground-breaking method, coupled with the CORE platform, along with a consistent messaging approach across all platforms and a team of digital experts managing each account and their campaigns, results in the most effective strategy in the industry. This new version of our CORE Smart technology platform provides dealers with the strong digital presence necessary for increased conversions. Specifically, the platform's utilization of ads tailored to specific inventory and targeting of potential buyers with matching vehicle choices, is revolutionizing the way dealers allocate their advertising budget, regardless of the dealership's size. This leads to a cohesive marketing message throughout the entire digital sales process.



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Leadership Lab Access

