



Product Guide.

ENGAGE

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Smart Search Technology

The most sophisticated vehicle & finance search tool on the market, Engage delivers highly targeted, personalised vehicle search results for each consumer.

Our smart search is built with buyers in mind. All stages of a vehicle purchase and all types of buyers are considered - from feature-based shoppers to vehicle enthusiasts who know exactly what they want - whatever they search for, they'll find.



Search anything...

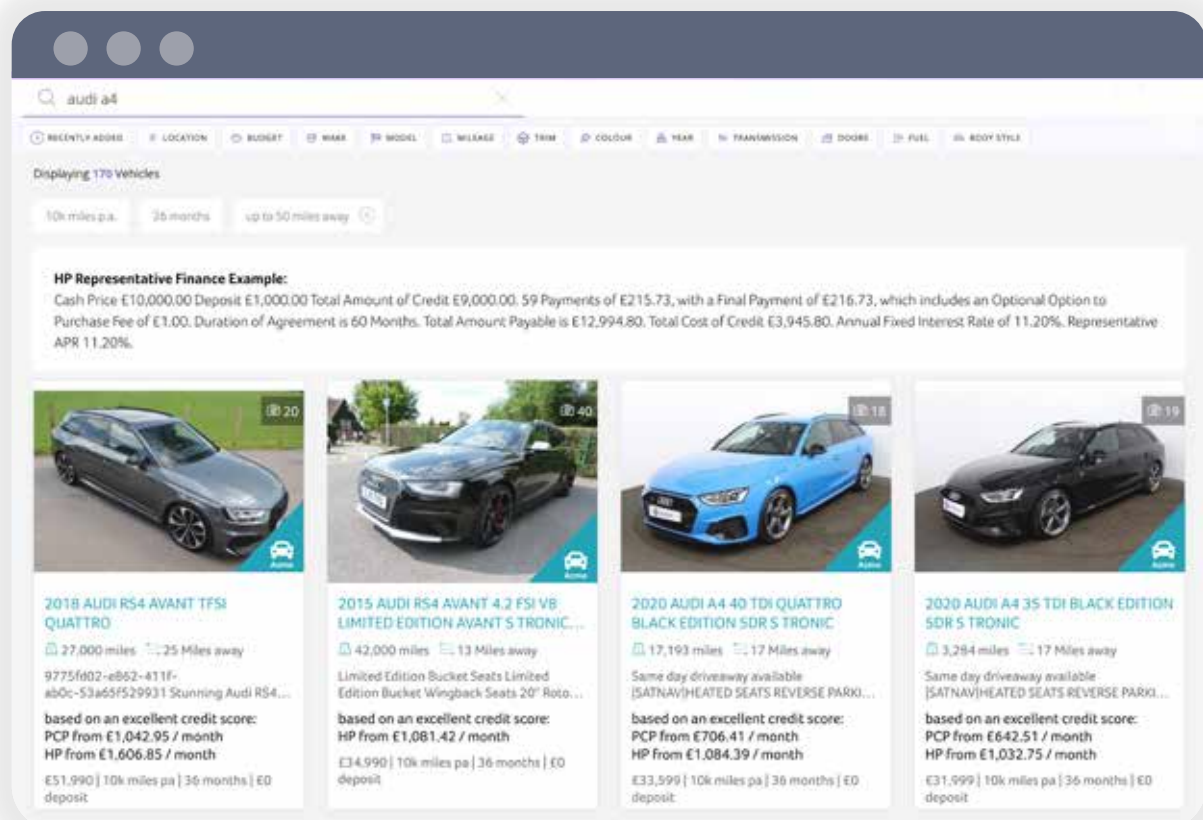


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Our smart search technology knows what your customers want and presents vehicles from your stock based on their individual vehicle & finance preferences.

1. Engage Widget

The Engage Widget easily drops into your existing website, is completely customisable, and provides the ability to search for new & used stock together.



1.



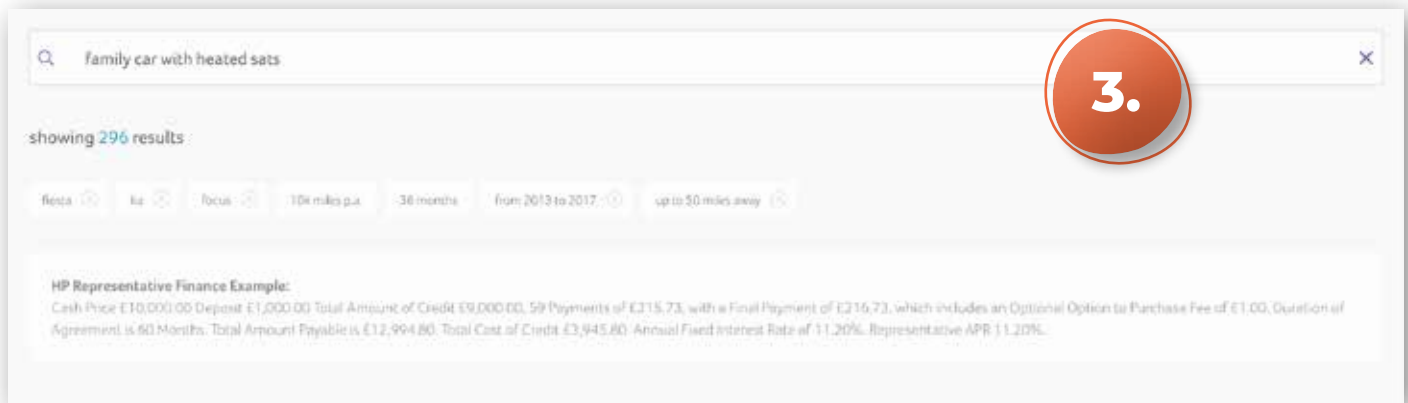
2. Theme Builder

The Engage Theme Builder allows you to customise your website search with different layouts and styles to match your brand.

Information is easily passed from the Engage Widget to the rest of your website to create a seamless search experience for your consumers.

Intuitive Search

Smart search technology creates a better search experience for all.



3. Search Bar

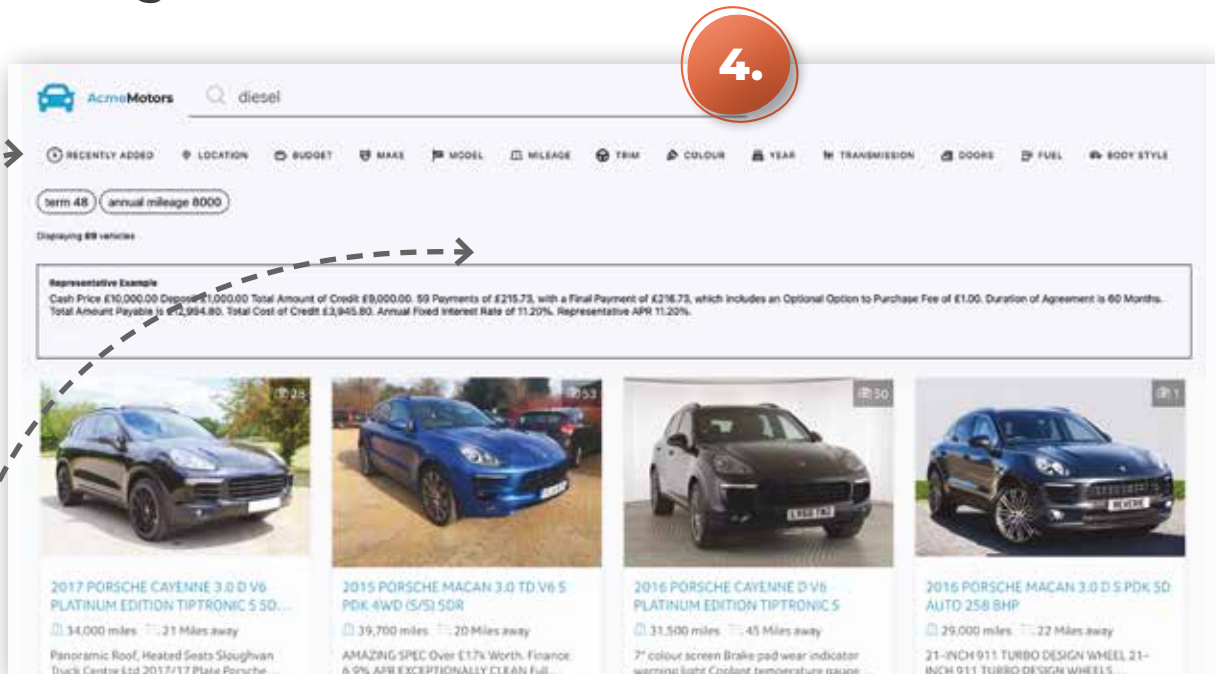
The Engage Search Bar enables a more intuitive search.

Buyers simply describe the vehicle of interest using lifestyle search terms or voice command and receive results tailored to their individual vehicle and finance preferences.

The personalised search experience places the most relevant vehicles at the top of the search results for each consumer.

4. Filters

Engage also provides traditional search tools for buyers who know exactly what they are looking for.



Filter options are customisable and interactive, allowing users to search by make, model, trim, mileage, affordability, budget, location and more.



The Relevancy Filter returns the most relevant vehicles to the consumer even if you don't have an exact match for their search criteria in stock.

5. Vehicle Cards

Customise your vehicle cards to show the information that is key to your consumers and market.



2011 MERCEDES-BENZ
C-CLASS 2.1 C200 CDI...

82,500 miles 14 Miles away

Full Service History! V Clean! SALE
Mercedes-Benz C200 Sport...

based on an excellent credit score:
HP from £288.84 / month

£8,950 | 10k miles pa | 36 months |
£0 deposit



2018 PEUGEOT 108 1.0 ACTIVE 2
TRONIC 5DR

32,139 miles 46 Miles away

2-TRONIC GEARBOX, AIR-CON Finance
packages more details subject status...

based on an excellent credit score:
PCP from £198.75 / month
HP from £274.40 / month

£8,750 | 10k miles pa | 36 months | £0
deposit

The **'love'** icon on vehicle cards allows users to create a list of their preferred vehicles. This information passes from the Engage Widget to the rest of your website, letting you know what your customers like, even if they navigate away from the search page.



2017 FORD TRANSIT CONNECT 240 TREND P/V L2 WITH
FACTORY EXTRAS 1. SAT

70,726 miles 45 Miles away

STUNNING 1 OWNER CONNECT 240 LWB TREND TWIN SLIDING
DOORS L2 SAT-NAV + REVERSE

based on an excellent credit score:
HP from £419.26 / month

£12,991 (+VAT) | 10k miles pa | 36 months | £0 deposit

6. Speed of Search

3x
faster results

 **Facet Search**

▼

▼

▼

Search 345 cars

 **Engage Search**

Your top suggestions:



Vauxhall Grandland X Sport Nav S/S
1.0 EcoBoost ST-LINE

 03 / 2019  Petrol

Engage beats the competition in returning highly relevant search results, every time.

Users can quickly find the vehicle they want and move forward in the buying journey.

AcmeMotors

Large family 4x4
Your most popular search term

Your search results for: **"large family 4x4"**

Displaying 18 vehicles
no results - 4x4 removed to show alternatives



2013 Volvo XC70
2.4 DS SE Lux Geartronic AWD 5dr

 03 / 2013  Diesel
 Blue  Automatic

Cash price **£ 9,495**
Monthly payments from **£ 179.71**



2013 NISSAN QASHQAI+2
2.0 TEKNA PLUS 2 5d 140 BHP

 03 / 2013  Petrol
 White  Automatic

Cash price **£ 11,745**
Monthly payments from **£ 242.50**



2017 Jaguar E-pace
2.0d R-Dynamic HSE Auto AWD 5dr

 03 / 2017  Diesel
 Blue  Automatic

Cash price **£ 28,900**
Monthly payments from **£ 459.17**

Vauxhall Grandland X
Your most popular vehicle

9

7. Marketing Tools

Suggest: search terms to users here

showing 452 results

relevance & price

finsta ke focus 10k miles p.m. 25 months from 2013 to 2017 up to 50 miles away

HP Representative Finance Example:
Cash Price £10,000.00 Deposit £1,000.00 Total Amount of Credit £9,000.00. 59 Payments of £215.73, with a Final Payment of £215.73, which includes an Optional Option to Purchase Fee of £1.00. Duration of Agreement is 60 Months. Total Amount Payable is £12,944.80. Total Cost of Credit £3,945.80. Annual Fixed Interest Rate of 11.20%. Representative APR 11.20%.

Ford Approved Used
Ford Approved & Ford Direct are the smart way to buy quality used cars. For your peace of mind we provide you with the same levels of service and support that you expect as a Ford new car customer.

Up to 24 Month warranty **Inspected Ford technician** **12-24 Month Roadside Assistance**

2017 FORD FOCUS 2.0T ECOBOOST ST-3 SDR
20,701 miles 12.5 Miles away

2017 FORD FOCUS 2.0T ECOBOOST ST-3 (S/S) SDR
29,000 miles 12.28 Miles away

2017 FORD FOCUS 2.0 ST-3 TDCI SD 183 BHP
29,969 miles 12.36 Miles away

2017 FORD FOCUS 2.0 ST-3 SD 247 BHP
49,134 miles 12.36 Miles away
ST BLACK STYLE PACK (€575) CALL TODAY A LIVE

Engage can be used to improve your marketing activity with the ability to target search results to match marketing campaigns and suggest search terms to users based on sales and marketing objectives, improving the visibility of your stock.

Search results can also be linked to marketing banners on your website, encouraging users to engage with your campaigns and promotions.

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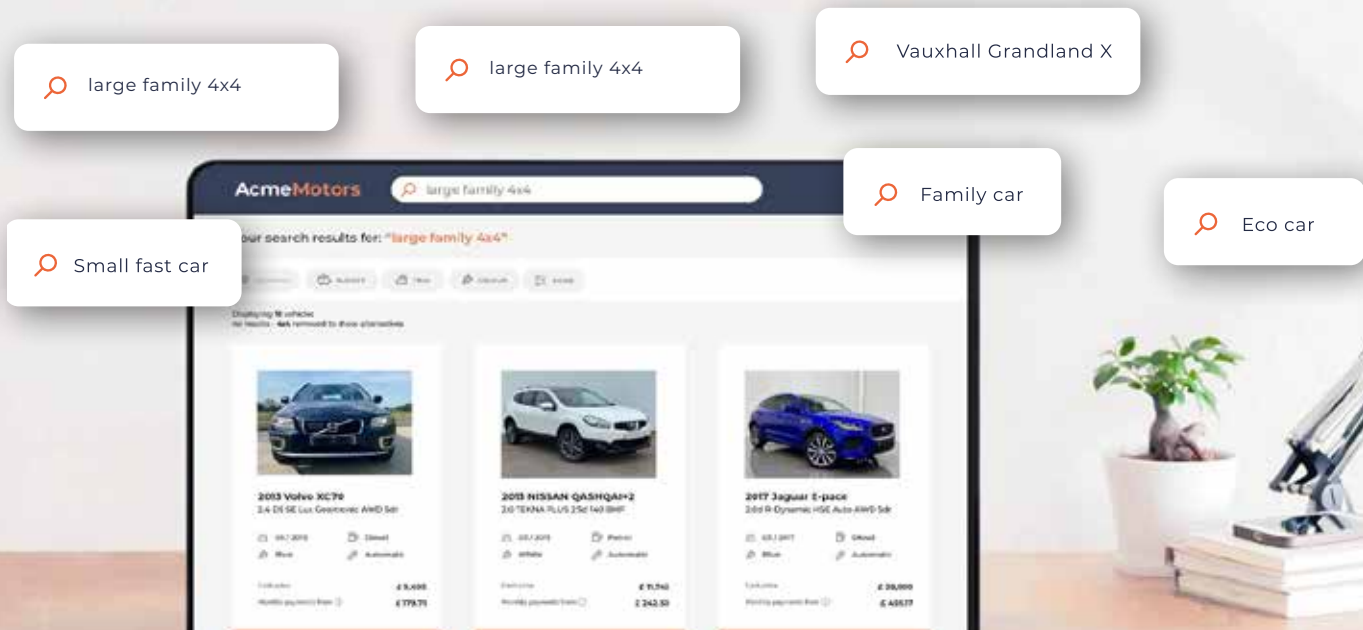
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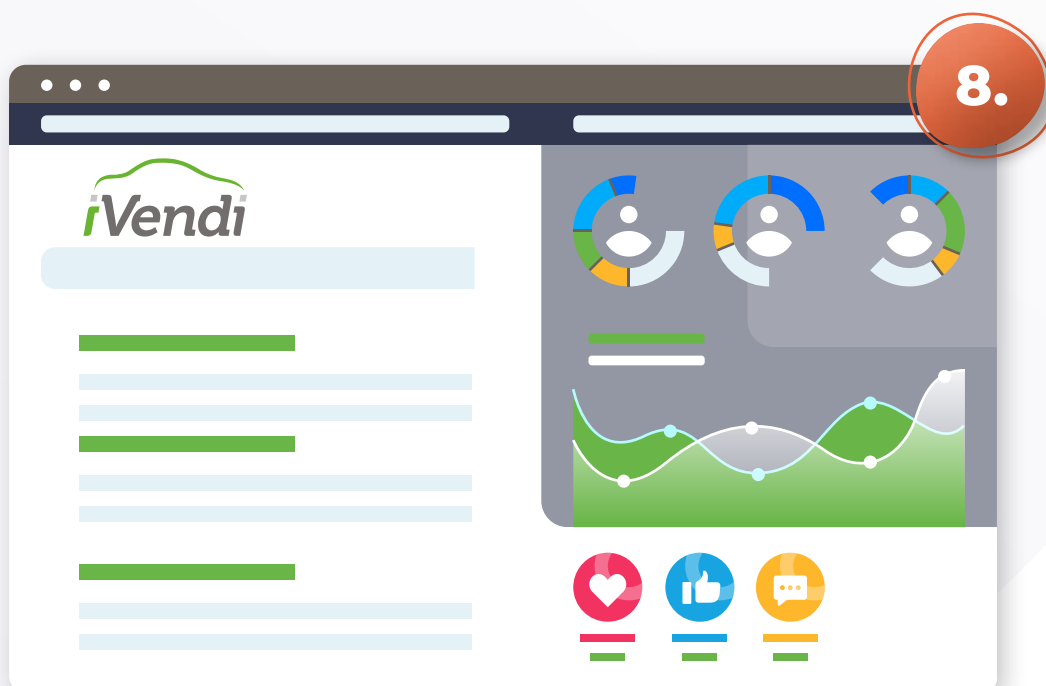
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8. Search Analytics

Search Analytics included with Engage shine a light on the way your customers search.



We provide comprehensive reporting on your users' most frequent searches, search terms associated to makes & models and specific insight into what your customer base is looking for.





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For further information, contact the iVendi team

iVendi Ltd | Llys Eirias | Colwyn Bay

0330 229 0028 | tellmemore@ivendi.com

ivendi.com

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