

# Accelerate My Deal | Generate higher quality leads and higher close rates.

Accelerate My Deal is now 100% reimbursable as part of the Stellantis Tier 3 Advertising Co-op Program for 2025.

Enroll today via <https://www.stellantisdigitalcertified.com/DigitalRetailing/DDC>

Accelerate My Deal employs award-winning design and intuitive user experiences to make it easier for you to engage with our products and give shoppers the critical information and flexible workflow they need to confidently start deals online.

Our next generation retailing experience provides a seamless, user-centric workflow that will save your shoppers and you time. Our tools can easily incorporate into your sales process. And with dedicated expertise and support, you are set up for success from day one.

## Benefits

**Dealer Profitability.** To fuel those profits, you need an intuitive, seamless experience that caters to all types of shoppers. Accelerate My Deal leads close at a **65% higher close rate** compared to other internet leads.<sup>1</sup>

**Higher Engagement, Conversion, and Profits.** Trusted by more than 7,000 franchise and independent dealers, and endorsed by more than 30 manufacturers, Accelerate My Deal provides shoppers with personalized shopping options that deliver high-quality engagements and lead to improved profitability.

**Dealer Control and Customization.** Easy-to-use management tools let you control every point of the deal to align with your in-store operations, while improving efficiency.

**Next Generation Design.** Smart design and a customer-first approach guide the overall experience. Accelerate My Deal lets the shopper drive—and builds confidence and trust throughout the experience, delivering more transparency and control over the entire process.

# Product Features

**Real-time Credit Decisions.** Car shoppers can apply for credit and get real-time status update right from the AMD workflow.

**Actual Monthly Loan and Lease Payments.** Feature incentive and rebate data. Shoppers self-select conditional programs (for example, military and loyalty cash), and taxes and fees are adjusted based on zip code.

**Self-Penciling Deal Terms.** Quotes can be customized using OEM and dealer incentives, as well as applicable taxes and fees.

**Trade Valuation.** Capture trade-in details, provide trade-in price, and reduce friction of in-store trade negotiations with Kelley Blue Book, the industry's most trusted resource.

**Price Offers.** Give shoppers a sense of control by allowing them to send price offers based on actual monthly payments.

**Online Finance Applications and Approvals.** Capture consumer information and enable pre-qualification through a quick, easy, and secure process.

**F&I Offers.** Feature F&I products online and allow consumers to see how these costs impact their monthly payments.

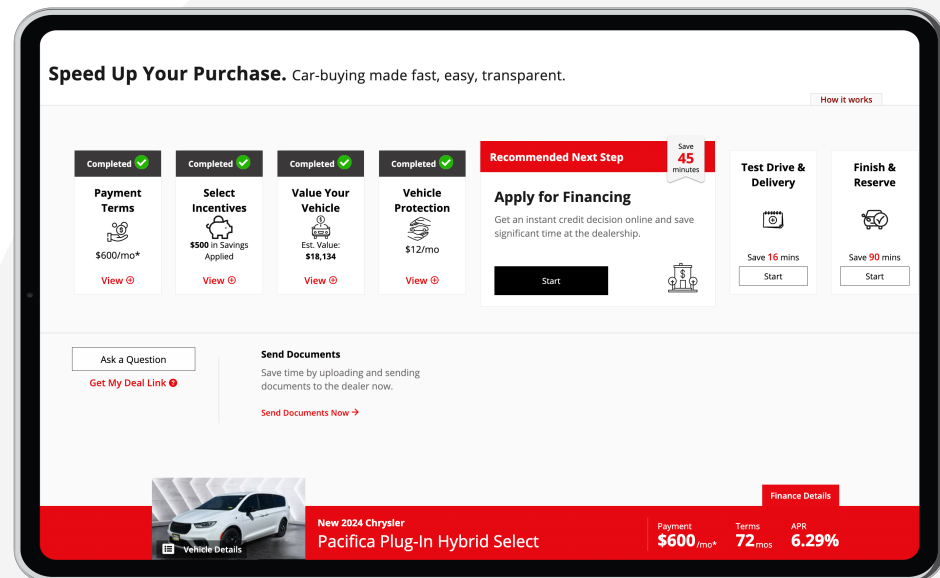
**Deal Terms, Vehicle Reservations and Deposit.** Display deal terms clearly and enable shoppers to self-close by accepting terms online. Reserve a vehicle with a credit card deposit. Schedule an appointment for a final close and pickup.

**Remote Communication Tools.** Assist shoppers through deals and boost your virtual car sales from anywhere via text, email, video chat or co-browsing capabilities.

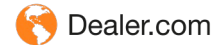
**Shopper Document Uploads.** Help your customers securely submit personal documents from any device. Once a deal has been submitted, customers can quickly upload necessary paperwork including Driver's License, Proof of Insurance, W2 and Paystubs.

**Finalize the Deal.** Finalize the deal structure and credit application through integration with the Dealertrack F&I platform.

**Dedicated, Strategic Support.** Get up and running faster to ensure success with virtual trainings and check-ins with your Performance Manager. They'll work with you on deal-making strategies that help drive more sales.



# Integrated Cox Automotive Solutions



**Kelley Blue Book® My Wallet.** Included with [Dealer.com websites](#) who have Accelerate My Deal, KBB My Wallet provides budget guidance to shop by payment and generates personalized payments across all inventory with a dealer's preferred lender and financing options.

**Autotrader and KBB Listings.** Integrates the same payment estimates and deal-building options across your website and third-party listings leveraging first-party data, helping you deliver a connected, personalized shopping experience for consumers while capturing purchase intent at every stage of the journey.

**Dealer.com Advertising.** Deliver personalized messages to shoppers who have used a Cox Automotive Digital Retail tool. This feature allows for precise targeting of engaged shoppers, influencing them to complete their digital retail experience by tailoring ad messaging to their specific shopping journey.

**Vinsolutions Connect CRM and Desking.** Say goodbye to manual data entry and duplicate leads—Accelerate My Deal and VinSolutions Connect CRM & Connect Desking together eliminate repetitive tasks and smooth the way for faster deal-making. This includes Deal Visibility, One Lead Per Shopper, VinSolutions Desking Integration, VinSolutions Automotive Intelligence and Digital Deals.

## Drive more quality connections for the shop-to-buy journey

Guide consumers to the right vehicle across Autotrader, Kelley Blue Book, and Dealer.com with Kelley Blue Book® My Wallet on Dealer.com.

### By the numbers

**4.1M**<sup>1</sup> visitors have synced their My Wallet profile on Dealer.com.

SHOPPERS ARE

**4X**<sup>1</sup> more likely to pencil a deal with Accelerate My Deal.

**65%**<sup>2</sup> higher close rate compared to other internet leads.

SHOPPERS ARE

**6X**<sup>1</sup> more likely to submit a lead with Accelerate My Deal.

LEADS CLOSE  
**60%**<sup>3</sup> faster than other internet leads.

SALES RESULT IN

**\$288**<sup>4</sup> higher gross profit per deal.

Empower shoppers



Qualified leads



Access to data



Higher close rate

