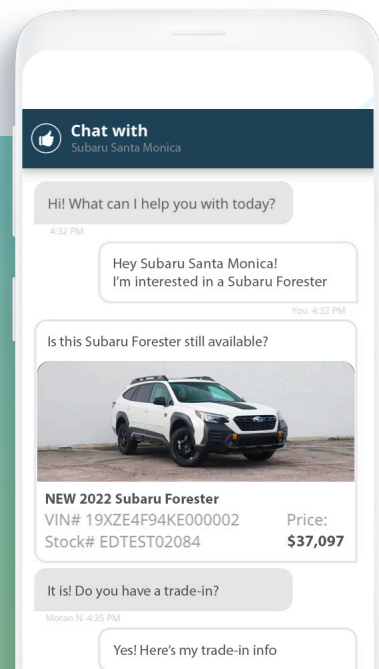


CarCode

Talk with new shoppers

CarCode makes it easy to start conversations: shoppers can reach you via **text, chat, video chat, Facebook Messenger, Google Business Messages, or click-to-call**. It's built for integration with other Edmunds products, giving you and customers a more streamlined experience.









Turn messages into leads

- Manage all conversations in CarCode, no matter where they come from
- Get notified through email, text or your CRM when a shopper contacts you
- Share inventory, car details, trade-ins and credit applications in chat window
- Send alerts about offers and promotions

Get the conversation started

Shoppers choose how they want to contact you:

-  Text
-  Chat
-  Video chat
-  Facebook Messenger
-  Google Business Messages
-  Click-to-call

Retailers with CarCode on average have

250% more leads¹

24/7 Managed Messaging

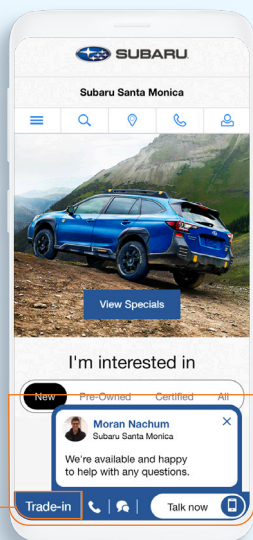
Upgrade to Managed Messaging and we'll speak to customers when you're busy or away

- Response team is available 24/7/365, after hours, or as a safety net
- Call center is staffed with real people, not bots
- Watch conversations unfold in real time — take over when you're ready
- Get alerted when a lead is qualified and it's time to follow up

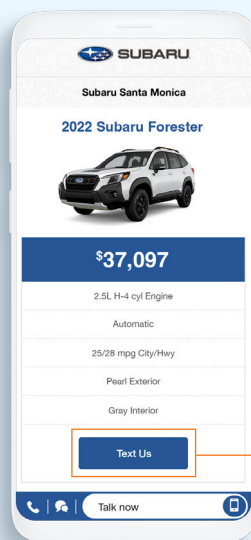
How shoppers contact you

It's never been easier for shoppers to reach you. They'll always have a direct line to your dealership, whether they're looking at your website, listings, Facebook page, or Google profile.

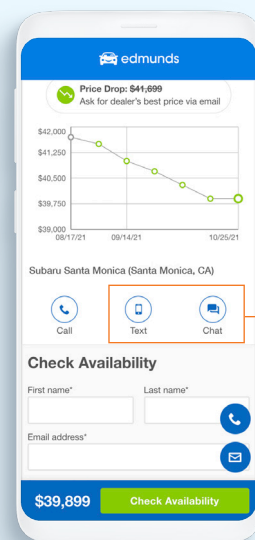
Dealership website



Retailer VDPs

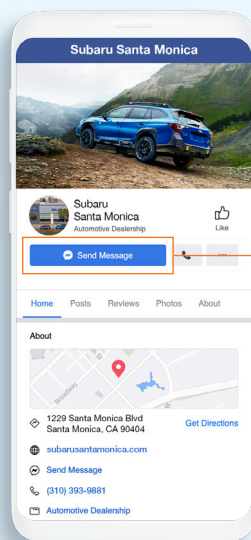


Edmunds VDPs



Edmunds Trade-In Tool can also be integrated with CarCode

Facebook Messenger



Google Business Messages

