

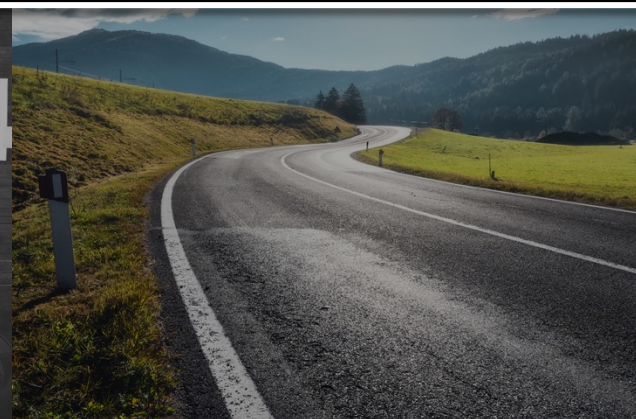
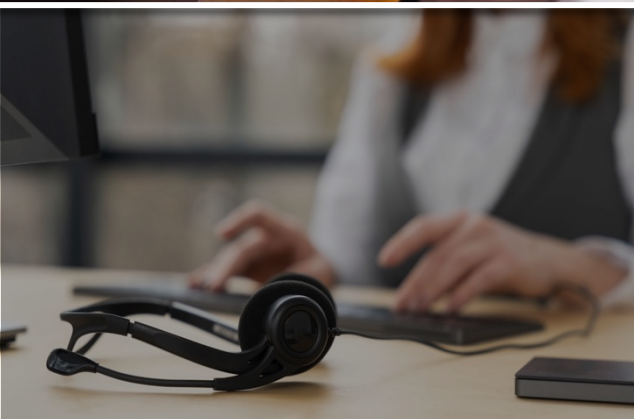


MF 360

The more complete image

motorflash
DIGITALIZAMOS TU NEGOCIO **solutions**

What cannot be measured, cannot be improved



Motorflash Ibérica

15 years of experience
in the sector

+ 100 specialist in IT and experienced
manager in the automotive sector

+ 300 websites developed

1.400 customers use our
DEALER tool

40.000 cars exported per
month to other portals

190.000 monthly calls answered by
our Contact Center

Main clients

Manufacturers (NSC)



Groups

VOLKSWAGEN
GROUP RETAIL ESPAÑA

movento
auto selección

STELLANTIS

GRUPO
TERRY

BMW
GROUP
IBÉRICA

RRG
Embracing your
mobility

GRUPO RESNOVA

PROA GRUPO
Driving dreams

PSA
GROUPE

Renting & Leasing

Alphabet

LeasePlan

ALD
Automotive

Dealerships

Mercedes-Benz
mecha
Concesionario Oficial Mercedes-Benz

santogal

Caetano Retail
España

Sealco Motor

Auto Elia

Gyata

stern motor

CATSA

AUTOFESA
Desde 1968 especializada en coches

BMW Madrid

CENTROWAGEN

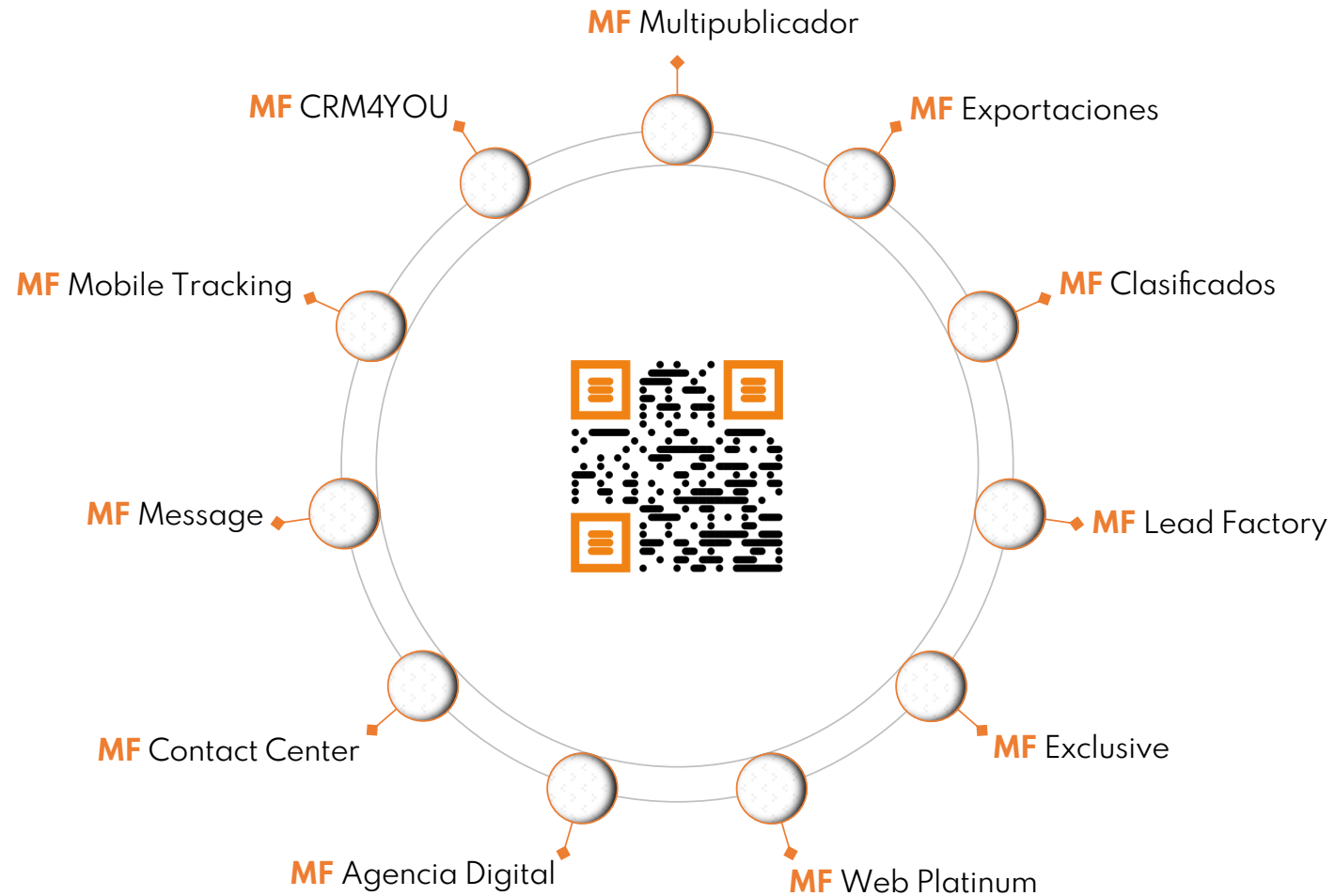
ocasionplus

F.Tomé

Canalcar

Jarmauto

Products & Services





Car Dealer

Three simple ways to create your stock

Create a vehicle by license plate or chasis number

Automatically import stock from the CRM of the Brand NSC

Ad hoc solution: synchronize your vehicles from any platform

Easy

Practical

100%
online

And after...

Cross referencing among the best databases

Integration of information

Incorporation of car extras

Database department verification

Quality Control

Full
publication

Business Intelligence

Decision-making on well documented issues is one of the main differentiation factor between companies

Information

Stock: loaded, published, not published, with or without pictures

By days published without price changing

Price analysis

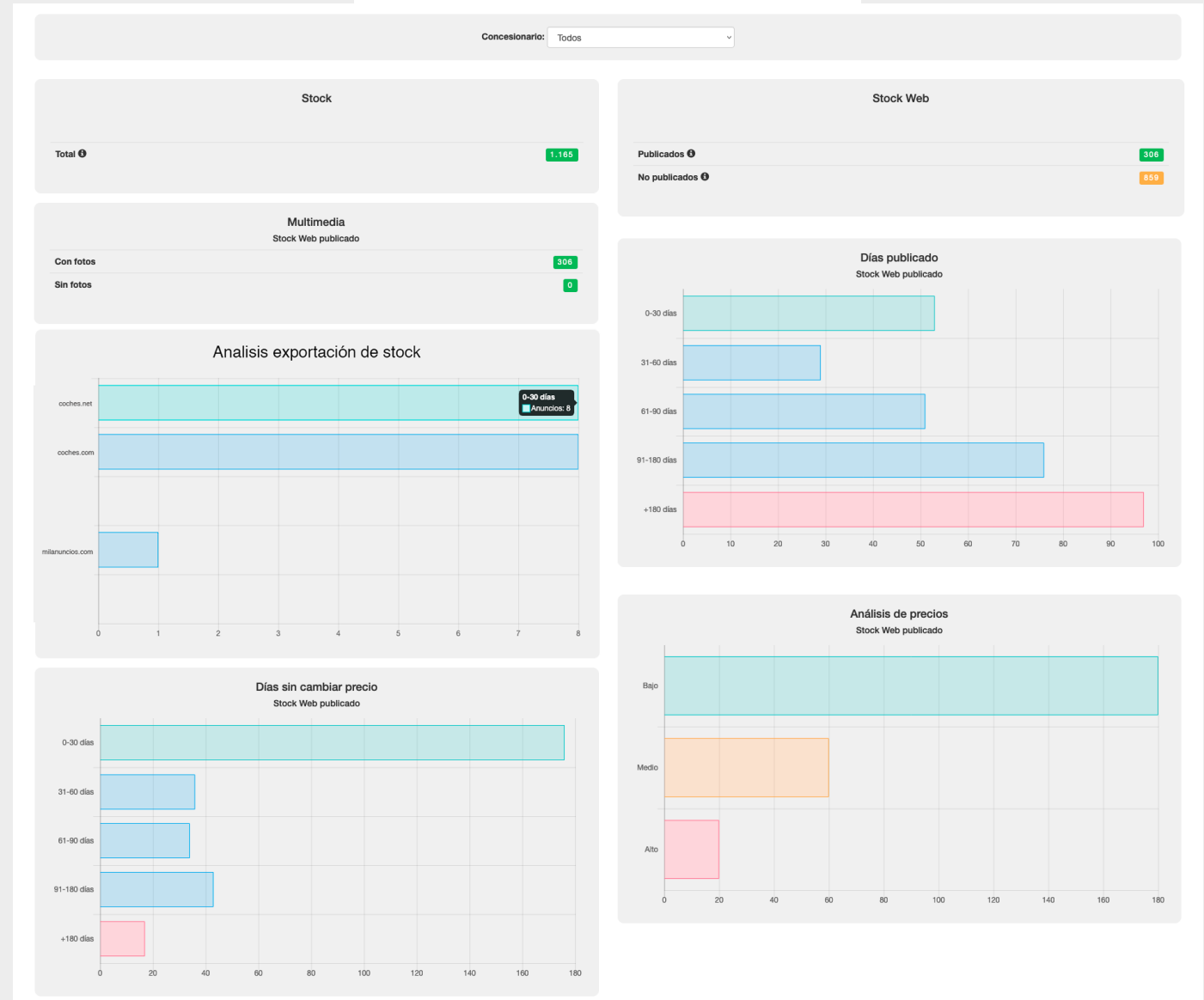
Tracking of forms

Tracking of call










Tracking WhatsApp Business

Online sales report

All information at a glance



Stock Management

 <p>Car extras incorporation Database unification to optimize each vehicle</p>	 <p>Publisher manager and generator</p>	 <p>Pictures and video integration Pictures loading optimization Automatic watermarks</p>
 <p><i>Market thermometer</i> Real-time information on the economic positioning of products in stock compared to the market</p>	 <p><i>Pricing module</i> Real-time information on the price of a vehicle of market price</p>	 <p><i>Estimated price</i> Assessment on the price of the car based in market price</p>
 <p>Segmentation of stock search and generation of commercial actions</p>	 <p>Printing and sending of the advertisement, quotation, order, analysis and price history</p>	 <p>Payment gateways, online reservation, financial calculator</p>

Multipublishing

We are able to send your stock wherever we propose

Motorflash we have a multi-publication and export gateway that integrates the largest number of portals in the sector



Multipublishing Manager

In our publication manager you can customize which vehicles you want to publish in each portal, together with having the statistics of the cars published in each one of them

Portal

Coches.net - Cuenta: - Configuración: 0

Anuncios a exportar 94

Seleccionados Todo Publicados Motorflash Todo Con fotos Todo

Para enviar tus anuncios a otro portal solo tienes que seleccionar los anuncios deseados.

Los anuncios seleccionados no aparecerán automáticamente en el portal destino, sino que se ejecutará un proceso a ciertas horas del día actualizando dicho stock.

Exportar	Información	Vehículo	Precio
<input type="checkbox"/>	Anuncio ID: 25729129 Referencia: ZFA312000J839197 Publicado Motorflash: Si Fotos: 38	Abarth 500 1.4 16v T-Jet Matrícula: Chasis:	18.300 €
<input type="checkbox"/>	Anuncio ID: 26355169 Referencia: ZFA312000JA16198 Publicado Motorflash: Si Fotos: 12	Abarth 500C Cabrio 1.4 16v T-Jet Matrícula: Chasis:	18.800 €
<input type="checkbox"/>	Anuncio ID: 25574308 Referencia: WAUZZZ8X8JB089967 Publicado Motorflash: Si Fotos: 40	Audi A1 Sportback 1.6 TDI Matrícula: Chasis:	18.300 €
<input type="checkbox"/>	Anuncio ID: 25971253 Referencia: WAUZZZGB4KR023530 Publicado Motorflash: Si Fotos: 5	Audi A1 Sportback 30 TFSI Matrícula: Chasis:	20.500 €
<input type="checkbox"/>	Anuncio ID: 26355061 Referencia: WAUZZZGB8KR023885 Publicado Motorflash: Si Fotos: 4	Audi A1 Sportback 30 TFSI Matrícula: Chasis:	20.700 €

Advertisement export to our Portal

Take advantage of us and
publish in
motorflash.com

Some numbers from the portal

43.000
cars published

89%
professional
ownership

Average price of the
cars that are visited
26.000 €

Average monthly traffic:
180.000 visits*

Conversion rate to
prospects:
1,09 %*

High value target:
**People looking for used cars of
medium / high price**



Virtual Car Dealer

Website Motorflash project

Car Dealer Website

All departments

Used Cars

New Cars

Renting

After-sales
service

Corporate
content

Vehicle
appraiser



Real stock publishing to new and used cars

1

Three ways to manage your stock:

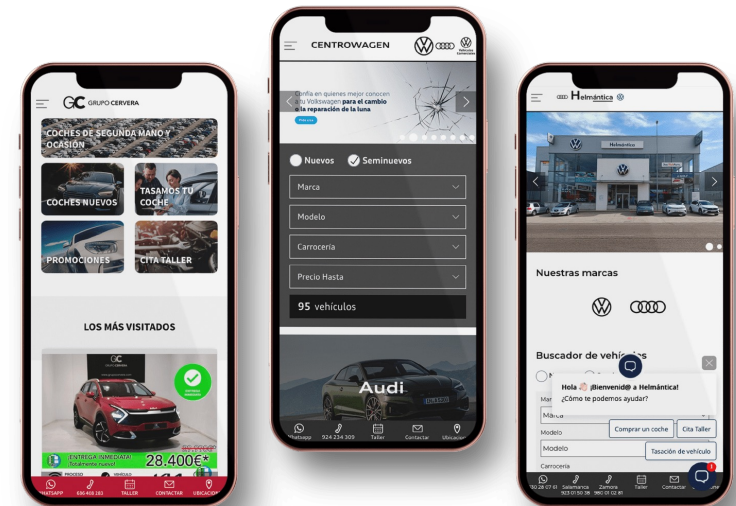
- DMS Import
- Creation from your MF Dealer
- Import through data feed XML

2

We combine various databases to complete to perfection the car into

3

Ready to publish



Website Motorflash project

Adaptable to all corporate identities

- Official dealership
- Dealer Group
- Sales purchase enterprise

TPV integration for Online booking (Paypal, Addon Payment, Redsys, Rapid pay)

Modular with customized developments

- API Quiter appointment car workshop
- API Insurance calculator
- API External guarantees

UX/UI Optimized for lead generation

Financial calculator

- Financed price
- Financial quota

Content manager for self-management

- Content creation and modifications
- Generator of Landing pages

Available integrations whit all MF Solutions

- Lead Manager
- Motorflash Message
- CRM4YOU

Real-time dashboard with KPIs

SERVICES INCLUDED

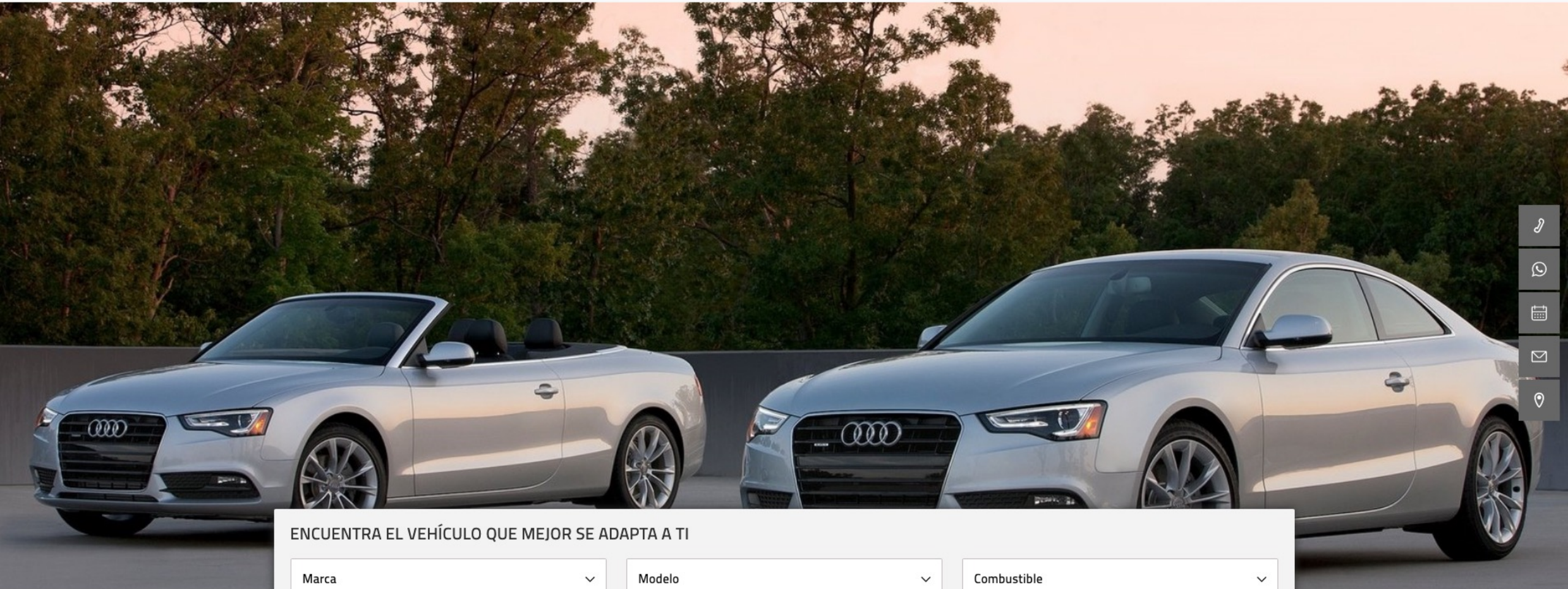
- Hosting
- Maintenance
- Initial SEO setting
- Initial configuration of Google Analytics
- 3 hours of training in CMS

Hot site, minisites to promote your stock

Sotileza Motor

Concesionario Oficial de Vehículos Nuevos, Seminuevos, Clásicos y de Colección en Madrid

[Buscador](#) [Favoritos](#) [Compramos tu coche](#) [Taller](#) [Quienes somos](#) [Ubicación y contacto](#)



ENCUENTRA EL VEHÍCULO QUE MEJOR SE ADAPTA A TI

Marca	Modelo	Combustible		
Año desde	Año hasta	Km desde	Km hasta	Ver vehículos

SEO

Slow traffic building, but of key contribution to the business in the medium and long term, as it provides the best conversion rate and the best profitability in terms of cost per lead and cost per car

This is what we do to improve SEO traffic

1

Perform an initial SEO traffic audit of your website

2

Set conversion targets and traffic volume at 6,12,18 and 24-month

3

Draw up a working plan focus on the areas for improvement.

4

We'll implement improvements on an ongoing basis

5

Sending you a monthly report in every single KPIs

SEM

Tactical target oriented.

Must complement SEO, but not replace it

Management top quality, critical factor to obtain lead costs below external platforms

Target: Reach the maximum possible leads, ensuring the **RETURN ON INVESTMENT**

Price acquisition is not critical, but that the purchased traffic generates a high leads volume

Cost per lead



Cost per click

Social Media

100% focused on tactical objectives, with a single mission: **Generate leads at a price below a 5 €**

The success of social media campaigns is even more sensitive than SEM, to the quality of the management: All the possibilities of segmentation, use of auxiliary tools that allow optimizing of the creatives together with a continuous review.



Digital Analytics

Our application of digital analytics



For the implementation of this management model, MF combines the use of available market tools with self-developed tools:

Market tools

- Google Analytics (*)
- Adobe Analytics

(*) All our websites combine the measurement through Google Analytics Universal and Google Analytics 4 (new version of Google Analytics from July 2023)

Exclusive self-developed tools

Tool
CTA Tracking
Call Tracking
Mail Tracking



Customer Management

Lead Manager



Contact Center

Multichannel technology

We have the most advanced technical solutions. We have our own platforms, which allows us to customize any service or product

- Recording of all calls up to 5 years of compliance
- Collection of consents to be able to perform and remarketing actions with our customer
- We have the Stock published in the different channels to carry out all kinds of pricing strategies and measure the conversion to sale



Inbound and Outbound Call

We attend 100% of calls thanks to the best market platforms. We count with a cloud-based infrastructure



WhatsApp Business Platform

MF it's the only company in the market that has an extensive efficient development achieving to measure the conversion of the channel



Emails & Click to Call

We integrate all contact forms from any web channel



Chats, Social Media

We respond whit immediately to your customers doubts in any technical or sales matter

Multidisciplinary team

We offer a comprehensive Customer Service managing the relationships with your prospects or leads. We guarantee 100% responses rates and the best quality KPIs.

- Inbound attention: >90%
- Outbound services: <10 minutes contact

Outsourcing services

Back Office: Mangesh E-mails, CRMs...

- Database debugging
- Appointment registration and event assistance
- Making "Mystery Calls" to guarantee commercial attention

Multi-language service

Spanish, English, French, Catalan, Portuguese

Reporting

- Customized at all levels (portal, commercial, vehicle...)

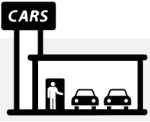
We work from Monday to Saturday with uninterrupted works hours and with the possibility of extending our works weekends hours

50
AGENTS

400
CUSTOMER

7 YEARS OF
EXPERIENCE

2.000
DEALERSHIPS

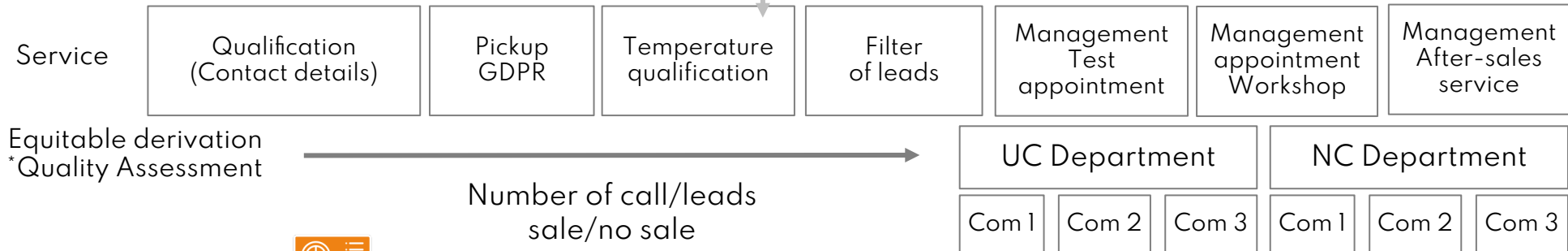


Dealership vision



Portal	Coches.net	Dealership website	Heycar	Coches.com	Wallapop	Niw.es	+
Origin	SEO	SEM	Campaigns	CTAs Forms			
Channel	Voice	Email	WhatsApp	Chat	Social Media	SMS	
Product	Car	Car appraisal					

Contact Center Motorflash



MANAGEMENT REPORTS 

Customized by level: portal, origin, channel, product, department, sales persons, ...

**Total Analysis
Economic Investment**

1365
CLIENTES
POTENCIALES

CONTACTO

1258 EL 92,16%
Contactados

107 EL 7,84%
No contactados

ESTADO

473 EL 34,65%
Sin reportar

179 EL 13,11%
Pendientes de reportar

10 EL 0,73%
Interrogados

655 EL 47,99%
En negociación

13 EL 0,95%
Reserva

35 EL 2,56%
Venta

360 LLAMADAS

Pendientes reportar 126 35,00%

Reportados 234 65,00%

117 WHATSAPP

Pendientes reportar 47 40,17%

Reportados 70 59,83%

812 EMAIL

Pendientes reportar 265 32,64%

Reportados 547 67,36%

76 EXPOSICIÓN

Pendientes reportar 35 46,05%

Reportados 41 53,95%

1258 TIEMPO DE RESPUESTA POR CLIENTE

Hasta 30 minutos 971 77,19%

Entre 30 minutos y 1 hora 41 3,26%

Más de 1 hora 246 19,55%

539 VEHÍCULOS PUBLICADOS DE 643 (EL 83,83%)

Con consulta 303 56,22%

Sin consulta en 30 días 74 13,73%

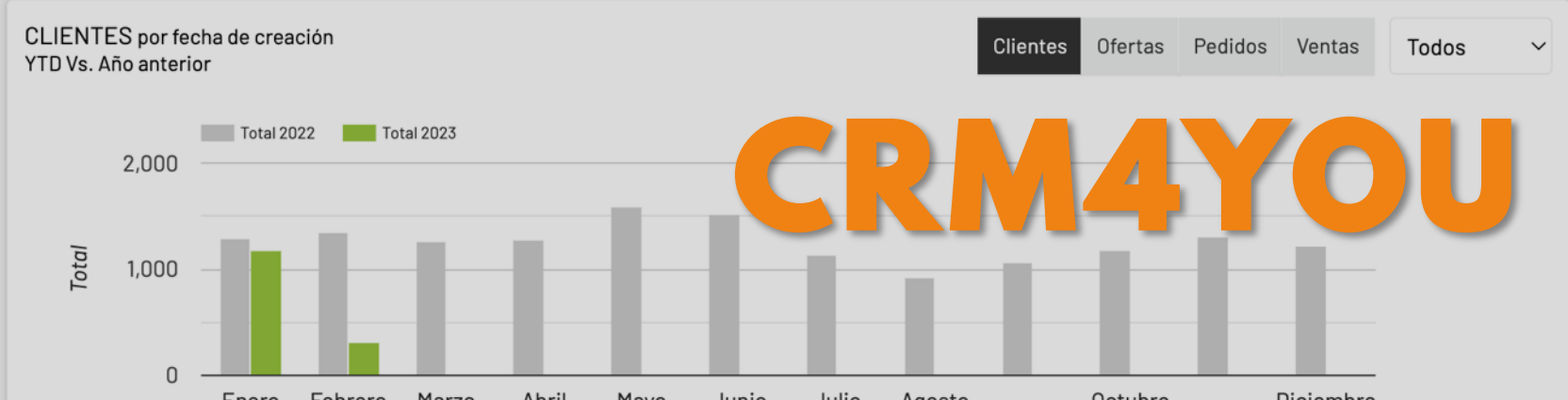
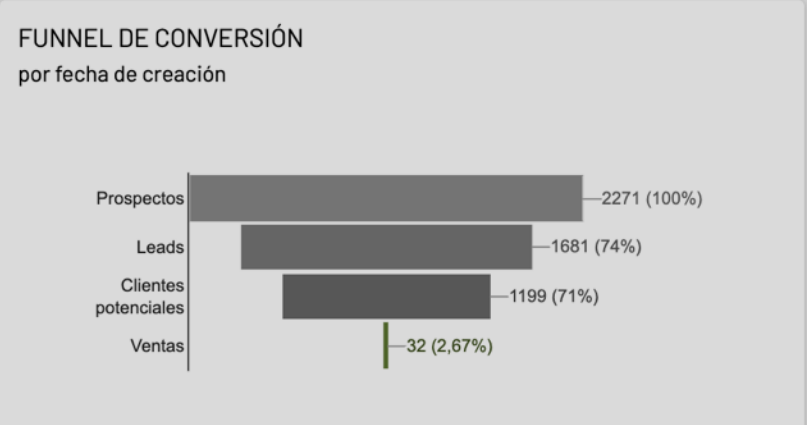
Sin consulta en menos 60 días 95 17,63%

Sin consulta en más de 60 días 67 12,43%

1946 TAREAS

Completadas 863 44,35%

No completadas 1083 55,65%



Why are we the best option

Unique services

Real-time interactions with customers, cars and commercial activity

Investment optimization at glance

Campaign platform through integrated WhatsApp Business

Value proposition

INTEGRATION

You'll be able to group all the communication channels and publisher in one place and thus optimize your investment in those channels.

MEASUREMENT

Our solution ends with the declarative reporting of the commercial activity thus EVERYTHING is measured automatically.

IMMEDIACY

You'll at be able to analyze at a glance the most important KPI's and maximize your sales conversion.

Detail of functionalities

COMMUNICATION

WhatsApp Business Platform.
IP voice phone.
SIM integrated card.
Email integration.
Video calls.
Vcard.

DOCUMENTATION

Commercial management documentation:
Offer.
Order.
Sale and purchase contract.
Commercial task module.

TRACKING

Historical:

Customer: all its interactions.

Commercial: All the activity performed.

Vehicles: Status and interested customers.

ANALYSIS

Control panel with activity real-time.

Sales conversion optimization.

Verification of customer service in time and form

DASHBOARD

Compañía

▼

Grupo

▼

Fecha

01/07/2022 - 31/08/2022

📅

2884

CONVERSACIONES

2646

ATENDIDAS EN TIEMPO

235

ATENDIDAS FUERA DE TIEMPO

3

NO ATENDIDAS

0

TRANSFERIDAS

2884

ARCHIVADAS

21505

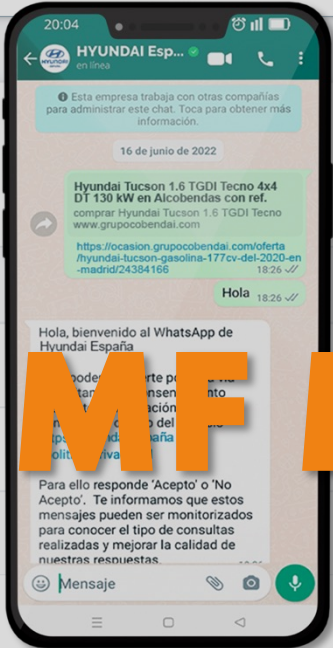
Nº DE INTERACCIONES TOTALES

257

MENSAJES DE PLANTILLA ENVIADOS

ACTIVIDAD AGENTES

Nombre	Últ. conexión	Actividad	Mens. recibidos	Mens. enviados	Tiempo medio respuesta	Tiempo conversación
Alberto Lagar	6 d, 16 h y 29 m	2078	1713	1307	1 h y 22 m	26 d, 11 h y 31 m
Sigrid Gómez	6 d, 21 h y 47 m	1368	1258	882	1 h y 20 m	11 d, 1 h y 14 m
Laura Piqueras	5 d, 20 h y 25 m	3324	3699	2237	11 h y 32 m	60 d, 17 h y 19 m
Mariana Piñeros	6 d, 16 h y 47 m	9780	7071	6139	1 h y 29 m	112 d, 0 h y 2 m



MF Message

Improve your customers' experience using the most popular communication channel

By talking to your customers through **WhatsApp** you will achieve:



9 out of 10 customers prefer to receive a message than receive a call, which makes **WhatsApp** a highly effective channel

Differences between WhatsApp applications



WhatsApp FOR PERSONAL USE

- ✓ Mobile App
- ✓ Free messaging
- ✗ Verified business profile
- ✗ Templates
- ✗ Tracking
- ✗ Automation
- ✗ CRM integration
- ✗ Multiple access (1 account/multiple users)
- ✗ RGPD Adaptation
- ✗ Dashboard
- ✗ Campaigns module



WhatsApp Business FOR SELF-EMPLOYED

- ✓ Mobile App
- ✓ Free messaging
- ✓ Verified business profile
- ✗ Templates
- ✗ Tracking
- ✓ Light Automation
- ✗ CRM integration
- ✗ Multiple access (1 account/multiple users)
- ✗ RGPD Adaptation
- ✗ Dashboard
- ✗ Campaigns module



WhatsApp Business Platform FOR BUSINESSES

- ✗ Mobile App
- ✗ Free messaging
- ✓ Verified business profile
- ✓ Templates
- ✗ Tracking
- ✓ Light Automation
- ✗ CRM integration
- ✗ Multiple access (1 account/multiple users)
- ✗ RGPD Adaptation
- ✗ Dashboard
- ✗ Campaigns module



Motorflash Message (INTEGRATED IN WHATSAPP BUSINESS PLATFORM)

- ✓ Mobile App
- ✗ Free messaging
- ✓ Verified business profile
- ✓ Templates
- ✓ Tracking
- ✓ Full Automation
- ✓ CRM integration
- ✓ Multiple access (1 account/multiple users)
- ✓ RGPD Adaptation
- ✓ Dashboard
- ✓ Campaign module

Solutions for all types of businesses

Discover what we can do for such disparate sectors

Customize and get results

Educational, legal, financial services...

Increase trust with your customers by creating conversational experiences and boost your portfolio of products and services.

Retail and e-commerce

Increase your sales through conversational commerce experiences and build customer loyalty.

Logistics

Respond to the needs of your customers immediately, being available to provide the information they need.

Automotive

Accompany your customers in the purchase process and customize to increase their satisfaction and profitability.

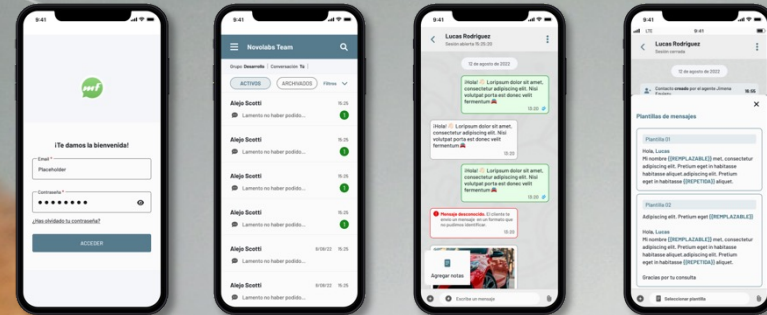
Why are we the best option?

Unique services

Transfer of conversations between different lines

Campaigns module*

Mobile APP



Tailor made configuration:

- ➔ Agents
- ➔ Groups
- ➔ Departments

Integrable with third parties.

Activity information at a glance.

Complete customer file.

Message distribution switchboard and interactive reporting module.

Usage in all the company's departments.

Direct access to the product catalog.

*Optional campaign module

THANKS



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