Lifecycle Quick Start Guide Inventory Merchandising Package



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Explanation of Products and Features

This guide explains Inventory Lifecycles and the Merchandising Package.

In ControlCenter, you may not have all of the features and products that are discussed in this guide. Here is a breakdown:

- Basic Inventory Lifecycles includes:
 - Inventory Dashboard, Inventory Listing, Initial Setup Events, Time-Based Actions and Real-Time Events
- Advanced Inventory Lifecycles includes:
 - Real-Time events based on Internet leads, MyCars[™] saves, beginning and end of the month, too few/many vehicles*
 - Image Overlays*
- Lease and Finance Payment Configuration are part of the Digital Retailing Package.

If you do not have some of the products and features discussed in this guide and are interested in learning more about them, please contact us.

*Included in Inventory Merchandising Package and Advanced Lifecycles



Before Setting Up Lifecycles

What can Lifecycles do for you?

Lifecycles will provide insight into your inventory's digital performance and allow you to automate your merchandising strategy.

For example, you can create a Lifecycle for all of your 2014 Honda Accord models to gauge consumer interest (VDP views, leads etc.) and profit potential of these vehicles.

Other Actions Include:

- Configure lease and finance payments
- Automate price increases or decreases based on days in inventory,
- Adjust vehicle comments based on the price change,
- Send vehicles to the Featured Vehicles section of your website,
- Prioritize or deprioritize groups of vehicles in your display advertising campaigns
- Add an image overlay badge as a call-to-action for the consumer, appearing as part of the first vehicle image in the set.



Before Setting Up Lifecycles

Think Strategically about Creating Lifecycles.

You can create any number of Lifecycles which allow you to bucket similar inventory. Don't get too granular or else you may over-complicate the configuration and lose visibility into rollup analytics.

- Do you have different pricing or merchandising strategies for off-brand versus on-brand? How about CPO vehicles?
- Do you have different strategies that you want to implement based on model?
- Used trucks vs. used convertibles? All used cars under 30k miles?

Lifecycles Works in a Top-to-Bottom Manner

Keep in mind that each vehicle must belong in exactly one Lifecycle; the top-most Lifecycle that matches. Put your most specific Lifecycles at the top of the dashboard, Lifecycles can be dragged and dropped if you need to change the order.



How to Get to Lifecycles

From the Welcome dashboard, hover over welcome in the upper-left corner and select 'Inventory' from the application switcher. Or, if you are already in Inventory, select 'Inventory Lifecycle's' from the Vehicles drop-down menu.





Setting Up a New Lifecycle

Using the Default Lifecycles

Inventory Lifecycles comes with three default Lifecycles: One for New Vehicles, one for Pre-Owned, and one for Excluded Vehicles.

These default Lifecycles will not affect vehicles until you set them up to do so. These Lifecycles may be modified but cannot be deleted. The order in which they appear cannot change.

Create Your Lifecycles

From the Inventory Dashboard, click the 'Add Lifecycle' button in the upper righthand corner.



Setting Up a New Lifecycle

U	fecycle	Vehicles Q Find lifecycle by name		+ Add	Lifecycle 🗘 🗸
W	'hat's Ne	W Quick Start Guide			= .
	٥	Used Vehicles Default Lifecycle 93 Matching Vehicles	52 Website Views	27 MyCars Saves	6 Internet Leads
	٥	New Vehicles Default Lifecycle 296 Matching Vehicles	<mark>4</mark> Website Views	30 MyCars Saves	1 Internet Leads
	0	Excluded Vehicles Default Lifecycle Matching Vehicles	0 Website Views	0 MyCars Saves	0 Internet Leads



Setting Up a New Lifecycle

Creating a Lifecycle is easy with the Lifecycle Wizard. There are a series of steps you can take (some of them are optional) and the Wizard will walk you through them. There are five main configuration sections:

ew Lifecycle Wizard		Show Advanced Mode × Discard and Ex
eating a Lifecycle is easy	Which vehicles should go in	to this lifecycle?
	Classification	Option/Package Codes
1. Choose the vehicles	(All)	(All)
2. Perform actions as	Status	Odometer
vehicles arrive	(All)	Min 🛬 Max 🛬
3. Perform actions as	IIA @ All	Body Style
vehicles age	© New © Certified	(All)
 Trigger actions from real-time events 	Used Not Certified	Exterior Color
rear-une events	Gertined	(All)
5. Name your Lifecycle	CARFAX® 1-Owner	Fuel Type
	Year	
E.	(All)	
Next >	Make	Engine
	(AII)	(All)
	(Au)	



Step 1: Select Vehicles

1. Choose the Vehicles

This is part of the Initial Setup section. In this section you can select the vehicles that will be affected by the Lifecycle you are creating. Groups of vehicles can be based on multiple criteria including new/used, certified, year, make, model, engine, mileage etc.

Example:

In this example, all of the new 2014 Honda Accord models have been selected. They will be affected by the actions created later on in the set up process.

Note: Each input field allows for multiple selections.



Step 1: Example

New Lifecycle Wizard		Show Advanced Mode × Discard and Exit
Creating a Lifecycle is easy	Which vehicles should go int	
1. Choose the vehicles	Classification	Option/Package Codes
2. Perform actions as vehicles arrive	Status (All.)	Odometer Min 🐑 Max 🔄
 Perform actions as vehicles age 	 ○ All ● All ● New ○ Certified 	Body Style (All)
4. Trigger actions from real-time events	Output Section Contraction	Exterior Color
5. Name your Lifecycle	CARFAX® 1-Owner	Fuel Type
Next >	2014 ×	(AII) Engine
	Honda ×	(All)
	Model	Engine Size
	Accord ×	(All)



Step 2: Set-up Day 1 Actions

2. Perform actions on those vehicles as they arrive in inventory

This where the initial price is configured by setting the Starting Price to any price field you want. Optionally, you can increase or decrease this price automatically. You can also set the Cost Field – this will help you track profit potential.

Example 1

In this example, the Starting Price is set to Asking Price. The vehicle profit is set to look at Invoice Price, and if there isn't a default Invoice Price value of \$3000 will be used for the initial profit potential. This is configurable by the dealership.

More Day 1 Actions

You can also configure automated actions that will happen to vehicles when they first arrive in inventory.

Click the 'Add Action' action button to see the options.



Step 2: Example 1

ew Lifecycle Wizard	Show Advanced Mode * Discard and Ext
ezting z Lifecycle is ezsy	When the following occurs
1. Choose the vehicles	When [New 2014 Honds Accord Vehicles] arrive in inventory
Perform actions as vehicles arrive	Perform the following actions.
Perform actions as vehicles age	Set Starting Price to Asking Price
Trigger actions from real-time events Name your Lifecycle	Set Starting Price to Asking Price +
	Decreased by
Back Next	The Starting Price will be used throughout Lifecycles to calculate internet Price.
	Set Default Comments to (empty)
	Set Initial Profit Potential to \$3,000
	Cost Field (None) +
	Initial Profit Potential 3000 Dollars
	Each vehicle's profit potential is calculated by subtracting its Cost from its internet Price.
	El Set Lease + Finance Payments



Step 2: More Day 1 Actions

Day 1 Actions that may be available are:

- Hide Internet Price: This action hides the price on your website.
- Set Default Comments: Allows you to create vehicle comments that will apply to the vehicles in this Lifecycle but only if a vehicle does not already have comments.
- Add Text After and Add Text Before Comments: Allows you to add lines additional text to any existing comments.
- Feature On Website: This will send vehicles in this Lifecycle to the Featured Vehicles section of your website
- Influence Advertising*: If you are using our display advertising features you can prioritize or deprioritize vehicles.
- Set Image Overlays*: Add eye-catching overlays (calls to action/dealership branding) to the first custom image for each vehicle in this Lifecycle.
- Set Payment Configuration*: Allows you to configure which Lease and Finance payment options will show up on your website.
- * Note: You might need to subscribe to additional products/features to use these options.



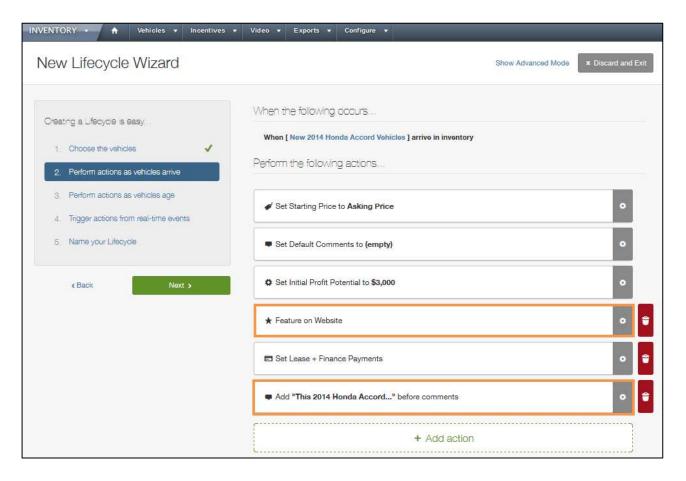
Step 2: More Day 1 Actions

ew Lifecycle Wizard	Show Advanced Mode × Discard and Exit
reating a LfBoycle is easy. 1. Choose the vehicles 2. Perform actions as vehicles arrive	When the following occurs, When [New 2014 Honds Accord Vehicles] arrive in inventory Perform the following actions,
Perform actions as vehicles age Trigger actions from real-time events	Set Starting Price to Asking Price
5. Name your Lifecycle	Set Default Comments to (empty)
∢Back Next >	Set Initial Profit Potential to \$3,000 Set Lease + Finance Payments
	Never mind Never mind O HIDE INTERNET PRICE O D D TEXT AFTER COMMENTS O D TEXT BEFORE COMMENTS C
	INFLUENCE ADVERTISING



Step 2: Example 2

In this example, a line of text stating, "This 2014 Honda Accord has just arrived in Inventory!" will be added as the first line in the vehicle comments and the vehicle will be featured on the website.

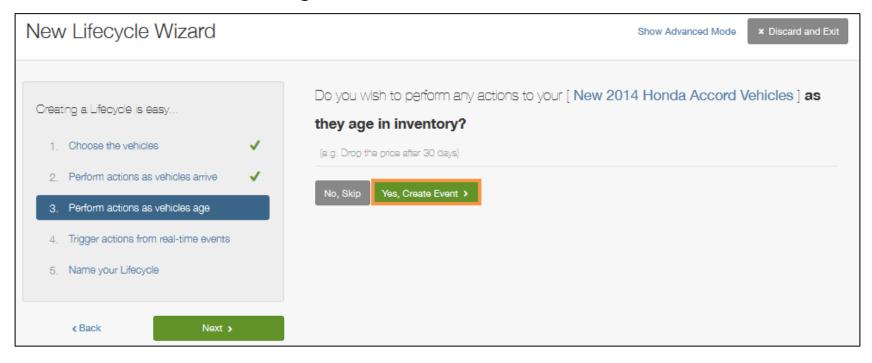




Step 3: Time-Based Actions

3. Perform actions on those vehicles as over time

If you want to create actions that are based on specific days on lot (e.g. decrease the Starting Price by \$300 after 30 days in inventory) this is the place to do it and you can create as many time-based events as you want. Click, 'Yes, Create Event' to get started.

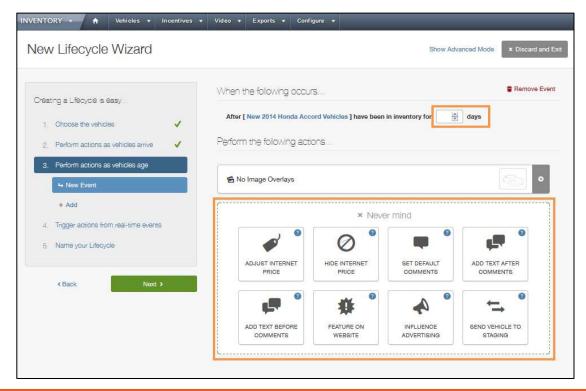




Step 3: Time-Based Actions

With time-based actions you can adjust the Internet price, modify the comments, Feature the vehicle, influence advertising and add image overlays.

If you have price adjustments, comment changes, and overlays that were applied on day one, these changes will be replaced after the number of days on lot that you enter.





Step 3: Examples

Example 1

In this example there are three actions that will be triggered on any New 2014 Honda Accord that has been in inventory for 30 days.

The price will be reduced by \$300. Comments will come before any custom comments reflecting the price reduction. An image overlay will also be added.

Example 2

In this example there are three actions that will be triggered on any New 2014 Honda Accord that has been in inventory for 45 days.

The price will be reduced by \$400, the comments will change to reflect the price change, and the vehicle will be featured on the website.

The changes in example 2 will override example 1.



Step 3: Example 1 and 2

Creating a Lifecycle is easy	When the following occurs		Remove Event	
1. Choose the vehicles	After [New 2014 Honda Accord Vehicle	es] have been in inventory for 30 🛓 days		
2. Perform actions as vehicles arrive	Perform the following actions			
 Perform actions as vehicles age After 30 days 	🖆 Set Temporary Image Overlays		•	
+ Add 4. Trigger actions from real-time events	Set Internet Price to Starting Price	a - \$300	0	
5. Name your Lifecycle	Add "Price reduced by \$300!" bet	fore comments	•	Femove Event
Kext Next >		+ Add action		
3.	Perform actions as vehicles age	🔁 No Image Overlays		•
	u After 45 days	Set Internet Price to Starting Price - \$40	0	•
	Trigger actions from real-time events	Add "\$400 price reduction!" before com	iments	• •
5.	Name your Lifeoyole	★ Feature on Website		
	< Back Next >	This action will feature the vehicle on your web	site.	° 🖡
			+ Add action	

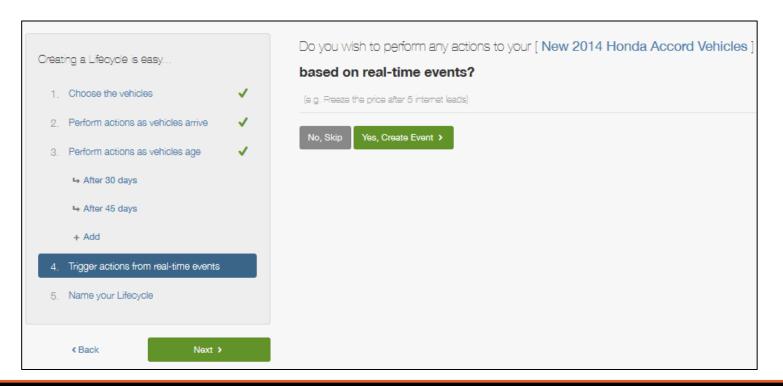


Step 4: Real-time Events & Actions

4. Trigger actions in real-time

Real-time events and actions take precedence over time-based actions. With them you can trigger automation based on signals from your website. Lets create a rule that watches for three Internet leads and when that third lead comes in, freeze the price for that vehicle.

You can even add custom comments creating a sense of urgency!





Step 4: Real-time Events & Actions

There are eight different triggers available:

- **Custom Date Range**: Can be used to set up a sale event that automatically starts and stops on the dates you specify.
- Internet Price Drop*: Can be used to automate merchandising based on changes you make in another inventory application
- Internet Lead and MyCars[™] Saves^{*}: Tell the system to watch for a certain number of leads/saves and perform actions based on that threshold.
- Beginning and End of Month*: Can be used to perform automated actions based on the number of days you specify.
- Too Few and Too Many vehicles*: Can be used to perform actions based on the number of vehicles in stock.

*Included in Advanced Lifecycles and Inventory Merchandising Package



Step 4: Real-time Events & Actions

Creating a Lifecycle is easy		Event Name (optional)	Remove Event
1. Choose the vehicles	v -	When the following occurs	
2. Perform actions as vehicles arrive	j.	Trigger type Internet Lead	•
3. Perform actions as vehicles age	1	If at least 3 Internet Leads are received on a vehicle	
⊷ After 30 days		For the following duration	
l⊶ After 45 days		for the following 2 Days following an Internet Lead submission	
+ Add			
4. Trigger actions from real-time events		Perform the following actions	
+ 3 Internet Leads + Add		A No Image Overlays	•
5. Name your Lifecycle		Freeze Internet Price	
< Back	Next >	This action will prevent other actions from altering your Internet Price.	•
		+ Add action	



Step 5: Name Your Lifecycle

5. Finish up

Creating a meaningful name can help you understand which vehicles are being targeted when looking at your Inventory Manager dashboard.

Type in the name and hit the 'Preview' button.

New Lifecycle Wizard		
Creating a Lifecycle is easy		Name your Lifecycle
1. Choose the vehicles	~	Lifecycle Name: New 2014 Honda Accord
2. Perform actions as vehicles arrive	 ✓ 	
3. Perform actions as vehicles age	✓	
➡ After 30 days		
➡ After 45 days		



Publish It

After clicking the 'Preview' button you will be presented with a summary of what you have created. Look it over and when you are ready to publish these changes to your live website, click the 'Publish' button.

It will take a few minutes to cycle through your inventory and make the appropriate changes. After Lifecycles are initially configured any future vehicles that match the Lifecycle criteria will receive the automated actions which you created.

INVENTORY A Vehicles Incentives Video Exports Configure		
New 2014 Honda Accord New 2014 Honda Accord Vehicles Cat	× Discard and Exit	✓ Publish
Review your lifecycle then click "Publish" to apply to your inventory. You may discard this lifecycle by clicking "Discard and Exit."		
Initial Setup Actors that take effect when vehicles first arrive. + Target a subset of inventory All vehicles in this lifecycle # Set Starting Price to Asking Price Te Ask		9
+Add a time-based event		
⊘ After 30 days ★ Set Temporary Image Overlays ✓ Set Internet Price to Starting Price - \$300 ■ Add "Price reduced by \$300!" before comments	No currently matching vehicles	•



FAQs

How are prices calculated?

When setting up time-based rules you need to first configure where the Starting Price comes from. For example: "set the Starting Price to the Asking Price," or "set the Starting Price to the MSRP." After that, any rules you set up will use this Starting Price off of which to base calculations. Example: If a vehicle has the Asking Price set as the Starting Price and the Asking Price = \$20,000 and you create a rule that says on day 30 decrease the Starting Price by \$300, the new Internet Price for this vehicle will be \$19,700 which does not affect the Asking Price. If there is a day 45 rule that says decrease the Starting Price by \$400 on day 45 the Internet Price would become \$19,600.

How is profit potential calculated?

To correctly report on Profit Potential, Lifecycles needs to know vehicle cost. If cost is already coming in a price field you can configure which price field to use in the Initial Setup actions for each Lifecycle. If cost is not coming into ControlCenter you can set a dollar amount on a per-Lifecycle basis.



FAQs

When setting up Lifecycles, does the order in which they appear matter? Yes. Vehicles caught by the top-most Lifecycle will never get caught by those below it. Lifecycles work in a hierarchical manner.

If I create a Lifecycle will it apply to vehicles that are already in my inventory? Yes, and if there are time-based events, they will be applied, too.

How can I figure out how and when a price was changed for a specific vehicle?

Click into a lifecycle so that you are looking at the list view, click the vehicle which opens up the new ControlCenter vehicle details page, and click the History tab.

If a vehicle has the Starting Price = \$0 what happens if there are rules set up to increase/decrease the Starting Price?

Nothing. Vehicles with a price of \$0 will never be affected by Lifecycles.

