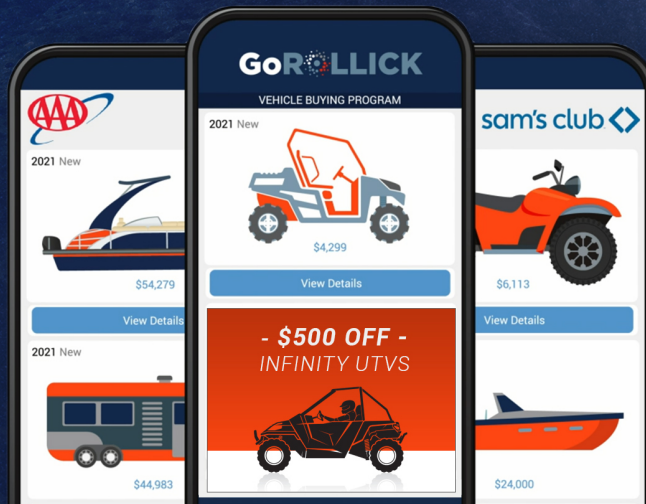


GoRollick Marketplace Targeted Incentive Program Delivers Hundreds of Incremental Sales Plus Increases Market Share for Powersports OEMs



SOLUTIONS

- GoRollick Marketplace
- GoRollick Marketing Platform
- Targeted Incentive Advertising Placements and Conquest Marketing
- Customer Acquisition
- SalesDriver Dealer Quoting and Lead Response
- Concierge Appointment Setting

ABOUT THE TARGETED INCENTIVE PROGRAM

The GoRollick Marketplace Targeted Incentive Program provides recreation OEMs with conquest opportunities by targeting in-market buyers searching for competitive outdoor recreation vehicles and boats. Participating OEMs receive custom placements in the GoRollick Marketplace in exchange for offering customer incentives and/or a gift card rebate program to members of our affinity partners such as Sam's Club, AAA, NADAguides, Progressive, Allstate, and top U.S. employers. Rollick exposes OEM and dealer inventory to over 250MM shoppers, generates & nurtures leads, tracks sales, and manages the gift card redemption process.

OEM PROGRAM OVERVIEW

Two powersports OEMs operating in different segments approached Rollick looking for new ways to increase their market share in key markets, acquire new customers from competing brands, and provide dealers with more communication tools to respond to in-market customers. For both OEMs, Rollick suggested a 3-month pilot program to prove the effectiveness of the GoRollick Marketplace, but also to successfully onboard and train key dealers participating in the program.

CHALLENGES

OEMs are constantly looking for new ways to increase their exposure to new customers, beyond traditional digital media outlets. The GoRollick Marketplace solved for several key marketing challenges, which directly ties to more inventory exposure and leads.

1

Increasing brand exposure to in-market buyers

2

Generating higher quality leads that close at a higher rate

3

Combating inventory challenges by marketing in-stock units directly to buyers

SOLUTION OVERVIEW

Rollick partnered with the OEMs to create a targeted offer strategy in the GoRollick Marketplace and identify key markets and dealers to participate in the program. Once identified, Rollick successfully onboarded and trained over 600 dealers in two months and began marketing their inventory and OEM offers to over millions of in-market customers.

SOLUTIONS AND TACTICS

GoRollick Marketplace

Leveraging relationships with the nation's leading brands, such as Sam's Club and AAA, Rollick exposed the OEMs and their dealer inventory to millions of consumers.

Incentives & Offers

The participating OEM brands offered a gift card rebate to affinity program members shopping on the GoRollick Marketplace. Rollick handled the full fulfillment process.

Conquest Marketing

Rollick marketed the gift card rebate by placing strategic advertising units on competitive brand searches. Plus, Rollick marketed these offers in follow-up nurture emails targeting competitive brands.

GoRollick Marketing Platform

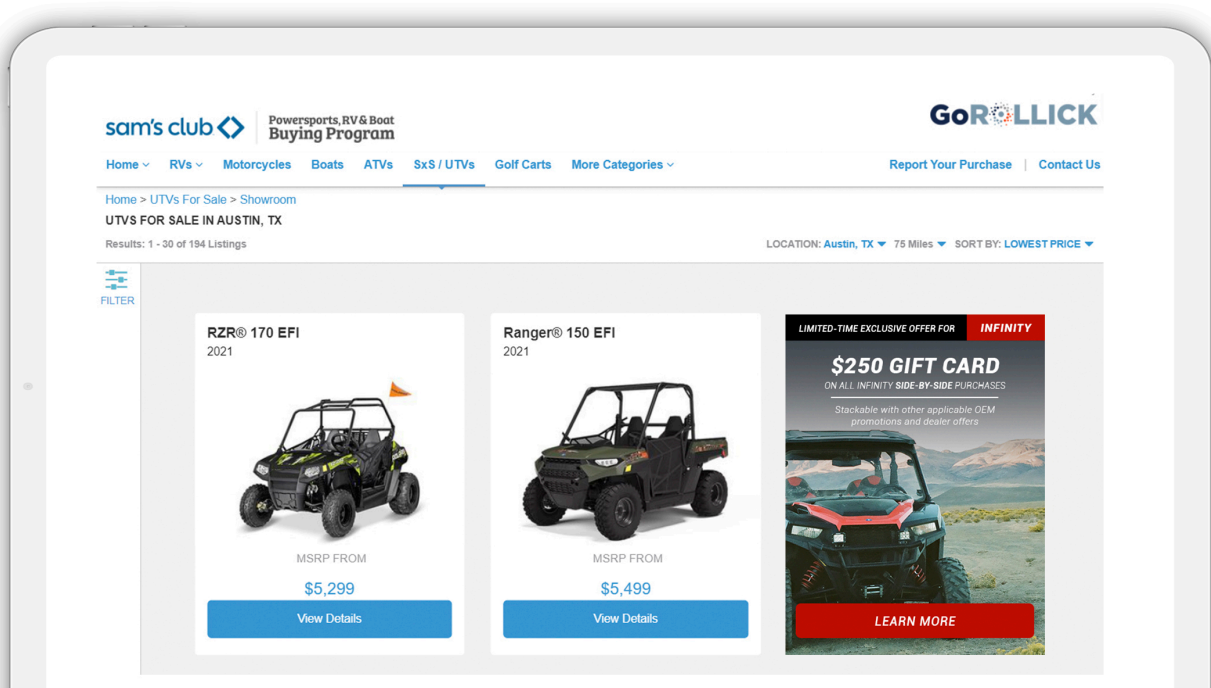
In addition to advertising within the GoRollick Marketplace ecosystem, Rollick supercharged the marketing with featured placements in partner-sent email communications, paid search campaigns, Sam's Club displays and dedicated landing pages. For one OEM targeted incentive program, Rollick delivered more than **70 million partner emails**.

SalesDriver Quoting and Response Tool

As leads were generated through the programs, dealers were armed with the SalesDriver Quoting and Lead Response solution. SalesDriver allowed the dealers to respond to leads with a transparent price, as well as text message communications.

Training and Onboarding

Rollick trained and onboarded over 600 dealers in just 2 months. Training included a program website with FAQs and tutorial recordings, best practices on how to respond to leads, and ongoing follow-ups to ensure leads were quoted in a timely fashion.



Rollick placed a conquest advertisement on the Sam's Club GoRollick Buying Program website. This partner shifted its **share of lead volume against its main competitor on GoRollick by 185%** and generated hundreds of incremental sales during the 3-month test period.

RICHARDSON Bros.

"We were excited to get our first sale so quickly! The Rollick price quote is very easy to use and is a great way to connect these members to our dealership. I appreciate everything you are doing to help our dealership make the sales process more transparent."

TANNER B.

RICHARDSON BROTHERS



"I have been so impressed with the "golf carts in Sam's Club" opportunity. The ability to promote my dealership to thousands of members each month has given me incredible exposure. It drives more business to my dealership without even trying. In fact, I sold two carts within the first two weeks of the launch."

LESLIE H.

CARTS UNLIMITED

SCHRONCE POWERSPORTS

"The quoting tool is very helpful. Everything is very self-explanatory and so easy to navigate. Being able to just punch in my numbers and send the pricing certificate is amazing!"

BRETT F.

SCHRONCE POWERSPORTS



"My family and I were looking for an activity we could do outside together. We were not sure where to go to find a golf cart until we came across the Sam's Club Powersports, RV and Boat Program and saw the special gift card offer. We went online where we built our golf cart and were contacted by Alex at Kansas Golf & Turf. Alex made the buying process simple by giving me an up-front Sam's Club member price and delivering the cart to my house the next day. Thank you Sam's Club, Kansas City Golf & Turf, and Rollick for the opportunity to spend more quality time with my family outdoors."

JAMES D.

SAM'S CLUB MEMBER

OEM #1 RESULTS

77%

SALES GENERATED FROM GOROLICK WHO WERE NEW TO THE BRAND

185%

SHIFT IN LEAD MARKET SHARE AGAINST ITS MAIN COMPETITOR WITHIN THE GOROLICK MARKETPLACE

200%

INCREASE IN LEAD-TO-SALE CONVERSION ON PROSPECTS WITHIN 3-MONTH PERIOD

OEM #2 RESULTS

10MM+

THE OEM WAS INCLUDED IN 10MM+ PARTNER EMAILS AND RECEIVED 600K+ IN-STORE IMPRESSIONS THROUGH OUR EXCLUSIVE PROGRAM WITH SAM'S CLUB

2X

LEADS DOUBLED FOR THIS OEM DURING THE PROGRAM PERIOD

31%

THE LEADS THAT CAME FROM IN-STORE PLACEMENTS CLOSED AT 31%