

INVENTORY MARKETING: CLOSE THE GAP BETWEEN DESIRE AND PURCHASE

Bring your dealer network's inventory directly onto your OEM website to turn shopper interest into action. With real-time data and embedded retail tools, Aimbase's Inventory Marketing solution delivers a seamless shopping journey that connects buyers to the right unit, at the right time, with fewer barriers to purchase.

HOW IT WORKS

Inventory feeds into Aimbase

Listings Display on the Brand Website

Lead Tools Activate when Shoppers Engage

Leads are Sent to Dealers



REAL-TIME INVENTORY FEEDS

Sync live dealer and shipped inventory directly to your site, with automatic updates that remove sold units and ensure accurate data every time.



FLEXIBLE SHOPPING EXPERIENCE

Leverage Rollick's Inventory API or launch our pre-built, no-code interface to display inventory in a clean, shopper-friendly format. No engineering lift required.



SMARTER LEAD ROUTING

Route requests to dealers who have the specific models in stock, reducing delays and improving customer satisfaction.



DIGITAL RETAIL INTEGRATION

Embed tools like pre-qualification, deposits, and trade-in estimators to let customers start building their deal online before stepping into the dealership.