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Dealers Getting More AI-Driven Car Sales from CarStory Report

Mobile-First Design Increases Visitor Traffic, Engagement and Leads by Automatically Positioning Every Vehicle to Sell

CarStory, Vast's automotive AI platform, has announced an enhanced version of its Market Reports. The new CarStory Market Reports give customers a complete pricing, condition and feature analysis to discover the right car—in real-time, on any mobile device.

What does CarStory do?

Eighty-one percent of car shoppers now use smartphones to find cars. Without an intuitive mobile experience, users move on. CarStory Market Reports engage users and give dealers the results they demand.

What dealers are saying about CarStory:

"I'm always looking for solutions that give our customers a better buying experience," said Tom White Jr., GM at Subaru of Wichita. "The CarStory Market Reports are like having your best salesperson talking to every customer online. We've witnessed the reports shorten our sales process as shoppers quickly move from online browsing to on-the-ground buying. The end result is confidence in dealer inventory, and you can't put a price. Over 15 million consumers engage with CarStory each month.

How does Report Work?

Market Reports are generated in real-time for the most accurate view of each vehicle and market. The new release already shows a 300 percent increase in consumer engagement and a 20 percent uptick in lead conversions. Over 7,000 dealers, 50 percent of the top 10 dealer groups and multiple OEMs including, Volkswagen, Hyundai and Ford, currently use the reports.

How Vast/ CarStory's Management sees this breakthrough:

“As pioneers in AI-based automotive experiences, we’ve built a business around using data to move cars,” said Neil Everett, Head of Design at Vast’s CarStory. “The new Market Reports increase time spent on dealers’ websites, in turn driving conversions. When end users are happy, the whole industry moves forward.”

What does CarStory Cost?

CarStory remains completely free to dealers, a \$400/month value. Dealers that already work with CarStory automatically receive the newly designed CarStory Market Reports. For more information, or to become a participating dealer, please visit: dealers.carstory.com.

What you need to know about CarStory & Vast

CarStory is a service that matches used car shoppers with the right car. Using patented technology and an industry-leading dataset, CarStory facilitates an efficient, effective discovery process resulting in a confident purchase decision. With a network of over 7,000 participating dealerships nationwide, CarStory’s available inventory and user-data is the largest, and most accurate in the industry.

Vast is a platform that informs confident decisions in complex and considered purchase environments—powered by large datasets and surfaced by artificial intelligence (AI)—for enterprise clients and consumers alike. Collecting and analyzing data since its founding in 2005, Vast has become the premier provider of big data solutions for many of the Global 1000’s largest automotive and real estate businesses. Learn more at vast.com.

The logo for CarStory, featuring the word "CarStory" in a bold, blue, sans-serif font. The "C" is significantly larger than the other letters. A registered trademark symbol (®) is located at the bottom right of the "y".