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Client Command[®] Launches Active Shopper's Network, [™] Creating Most Precise Way to Reach Car Buyers to Date

Cumming, GA (September 14, 2017) – Client Command[®], the automotive marketing leader in turning Active Shoppers[™] into real customers, today announced the launch of the Client Command Active Shoppers Network[™] - an enhanced car shopper identifier backed by Client Command's proprietary back-end data, capable of identifying active car shoppers with twice the data advantage over other data focused marketing strategies such as equity mining and predictive analytics.

The new Client Command Active Shoppers Network has been in development for over four years using Client Command's own back-end Active Shopper[™] data. The new network observes over 91% of internet connected devices in the US every month – over 1.5 billion computers, phones, and tablets. When combined with offline Client Command proprietary data, the Client Command Active Shoppers Network becomes a dealer's most powerful source for automotive shopper data, both inside and outside of their dealer management system (DMS).

“We want to continue to be the industry leader when it comes to identifying active shoppers and feel the best way to do so is to use our ability to observe online consumer behavior, across all devices, to actually know whether someone is shopping for a car, when they are shopping for a car, and what they are shopping for” said Greg Geodakyan, Chief Product Officer of Client Command. “With the announcement that Dataium in-market shopper data is no longer available, we believe our clients are the only ones in the market who can say with 100% confidence that they have the most efficient and precise way of reaching consumers who are actually on the internet searching for the vehicles they sell and the vehicles their competitors sell. If it's not backed by Client Command's Active Shoppers Network, it's guessing, at best.”

Client Command's Active Shoppers Network is available immediately for current clients and prospects. To find out more about Client Command's Active Shopper's Network please visit www.clientcommand.com.

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About Client Command:

Client Command identifies the absolute best customer targets for a dealership's vehicle sales needs and uses behavioral tracking technology to deliver a 1:1 media message that compels buyers to act. By engineering the industry's most powerful marketing technology, automotive marketers can precisely identify and engage active shoppers™ to increase both sales and profits, as well as gain clear and measurable ROI.