



For Immediate Release

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The Client Command Platform, Powered by the Active Shopper Network™, Wins 2018 AWA for Marketing Automation Platform

Cumming, GA (March 26, 2018) – Client Command®, the automotive marketing leader in turning active shoppers™ into real customers, is excited to announce its Client Command Platform, powered by the Active Shopper Network™, has won an Automotive Website Award (AWA) from PCG Companies in the new category of Marketing Automation.

The new category of Marketing Automation is a perfect fit for the Client Command Platform, which leverages Artificial Intelligence (AI) powered shopper identification to make big data actionable for automotive marketers. With the Active Shopper Network™, dealers know *which* shoppers are actively in-market, what phase of the purchase funnel they are in, and what vehicles they are searching. Client Command’s research indicates that adding the Active Shopper Network has increased their clients’ ability to identify active shoppers by 5X over using DMS data alone

“A number of things set us apart from other automotive marketing companies, including our Active Shopper Network™. Many refer to our Active Shopper™ identification technology as ‘game changing’, when our customers say things like, “you’ve changed the way I think about marketing” and “we wouldn’t have grown by 150% if it wasn’t for Client Command®”, it confirms we are building products that deliver a true competitive advantage for our dealers,” said Jonathan Lucenay, CEO, Client Command®.

The win caps off a successful run of accolades for Client Command® with wins in the Atlanta Journal Constitution 150 Best Places to Work, Dealer Marketing Magazine’s Acceleration Awards, Atlanta Business Chronicle Best Places to Work, and the Inc. 5000 Fastest Growing Companies list.

The AWAs were started in 2008 to recognize the best vendors in automotive digital marketing. Since then, they’ve become a benchmark in the automotive industry for innovative products in technology, design and marketing.

To find out more about Client Command, 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.