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## **FOR IMMEDIATE RELEASE**

### **Orbee Auto Unveils the First Marketing Cloud Built for Automotive Dealerships with New Branding and a Free Product Giveaway During the 2019 NADA Show**

*Orbee Auto's new marketing cloud and its free Lead Reactivation Report will be made available to NADA dealership attendees*

**IRVINE, CA – January 25** – Orbee Auto ([www.orbeeauto.com](http://www.orbeeauto.com)), a digital marketing company for automotive dealerships, announced today in time with the 2019 National Automobile Dealers Association (NADA) Show a major transition from a data analytics platform focused on offering marketing recommendations to its customers to the first marketing cloud built for automotive dealerships that fully integrates a broad spectrum of products and services into a single platform. Aligned with this evolution, Orbee has rebranded with a new visual look that reflects the company's commitment to helping dealerships optimize the full potential of their marketing efforts.

As the first marketing cloud built for automotive dealerships, Orbee encompasses a suite of products and services that enable auto dealers to tackle the complexities of today's digital marketing landscape.

“Unlike solutions in the market that are simply bolt-ons to a larger platform or are individual features of a true marketing cloud, Orbee is offering dealerships a fully integrated marketing cloud,” stated Atul Patel, COO and Co-Founder of Orbee Auto. “Our platform streamlines cross-channel marketing to minimize the cost associated to wasted media spend and disparate vendors, offers capabilities to leverage first-party data that dealerships create and own, and adapts to the ongoing marketing shifts in the way consumers engage with their brands.”

Products and services include website personalization through intelligent segmentation, analytics and shopper tracking, first-party and third-party data integration, email campaign management, creative automation and more. The marketing cloud is flexible to best suit the digital marketing needs of the entire range of auto dealership sizes, from individual rooftops to large groups.

Orbee will be attending the NADA Show the weekend of January 24-27 and will be giving away free promotional codes for the Lead Reactivation Report, a new and exciting addition to the marketing cloud.

The Lead Reactivation Report (LRR) is a daily report emailed to the marketing and sales department of an automotive dealership that contains information on shopper data needed to

prioritize and reach out to returning shoppers. Automotive dealerships can benefit from the shopper information supplied in the daily reports to connect better with shoppers and utilize the capabilities of the LRR to convert passive shoppers into active shoppers.

Orbee is offering 1,000 automotive dealerships who are attending NADA and those who visit Orbee's booth the free promotional offer to access the Lead Reactivation Report for up to six months for one user.

Auto dealers can learn more about the Lead Reactivation Report and the free promotional subscription at [www.orbeeauto.com/visit-nada](http://www.orbeeauto.com/visit-nada), or visit Orbee at booth #7209W at NADA.

### **About Orbee Auto**

As the first marketing cloud built for automotive dealerships, Orbee is redefining the way dealerships market and sell cars by modernizing their online business model. Orbee's platform brings personalization and coordination in your digital marketing and sales efforts by using its enterprise-grade data analytics pipeline. With focus in website traffic analytics, interaction tracking features, outbound marketing, sales automation, and data management, Orbee enables franchise and independent dealers to gain unprecedented control and transparency over their valuable shopper data and can build accurate and actionable first-party data profiles of their online shoppers while lowering costs and inefficiencies in their marketing and sales efforts.

[www.orbeeauto.com](http://www.orbeeauto.com)