

WINNLEADS 2.0 PROGRAM

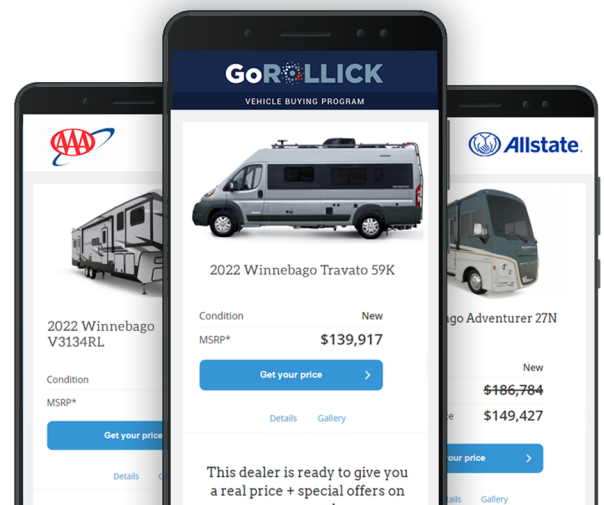
To meet the evolving needs of today's modern consumer, we are creating a more seamless digital shopping experience process with the WinnLeads 2.0 program.

GOROLICK MARKETPLACE LEADS

The GoRollick Marketplace is the industry's exclusive RV buying program which is available to more than 250M members and customers associated with the country's most recognized brands, such as Sam's Club and AAA. Your dealership's NEW Winnebago inventory will be displayed on GoRollick Marketplace websites, and in-market leads will be sent directly to your dealership.

REQUEST A QUOTE LEADS

Winnebago has added a new lead type of "Request A Quote" to Winnebago.com. These leads will be routed to your dealership by Aimbase and are considered to be lower in the funnel and closer to a purchase decision.



QUOTING AND LEAD RESPONSE

Respond to leads quickly with text and email communications and produce professionally designed price quotes within minutes from Rollick's SalesDriver solution.



CRM INTEGRATIONS

Leads generated from Winnebago will be integrated with your dealership CRM so your sales reps never miss an opportunity.



WINN CONCIERGE SUPPORT

Receive enhanced concierge support from your team at Winnebago when leads enter your sales pipeline.



ROLICKLENS

Track prospect activity before, during, and after they express interest in your inventory.



BEST PRACTICES AND TRAINING

Get access to ongoing training and support from Rollick's account team to better serve the evolving needs of today's digital shopper.



INSIGHTS REPORTING

Leverage enhanced and user-friendly analytics to provide insights on lead quality, performance, lead response metrics and closed sales reporting.