

Welcome to the April Product Townhall



Hosted by Miranda Lee
Senior Product Manager



Moderated by Alex Vorobiev
Director of Marketing

Meet the hosts



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Director of Marketing



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Today, we're giving you a behind-the-scenes look at how AVA is reshaping the dealership sales process with a credit-first approach.

Today's Agenda

1. Why the traditional sales flow breaks down
2. VeriDrive Credit: qualify test drives in under 60 seconds
3. AVA Copilot: surface credit + ID data inside dealership tools
4. AVA Campaigns: re-engage dead leads with credit-first outreach
5. How it all works together

The Problem With the Traditional Deal Flow

- Customer walks in
- Rep invests 45–90 minutes
- Test drive happens
- Credit issue shows up late
- Deal falls apart
- Time is wasted

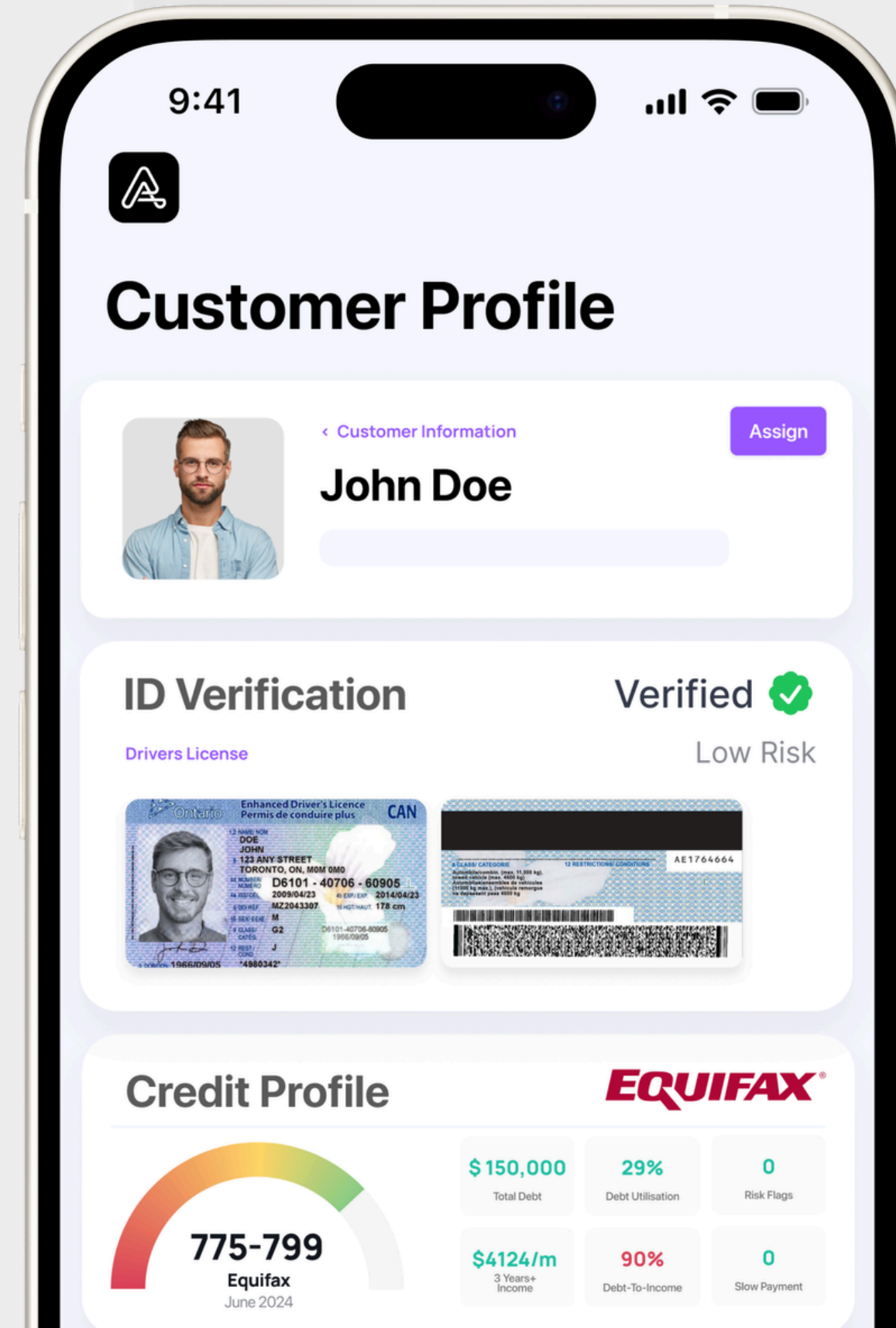
Most dealership tools treat credit like the finish line. AVA treats it like the starting point.

What is AVA?

AVA is the credit-qualification platform for automotive dealerships.

We help dealers credit-qualify faster, reduce fraud, and move better deals forward by bringing credit, ID, and trade intelligence upfront.

Start with credit. Close more deals.



VERIDRIVE

Credit-Qualified Test Drives in Under 60 Seconds

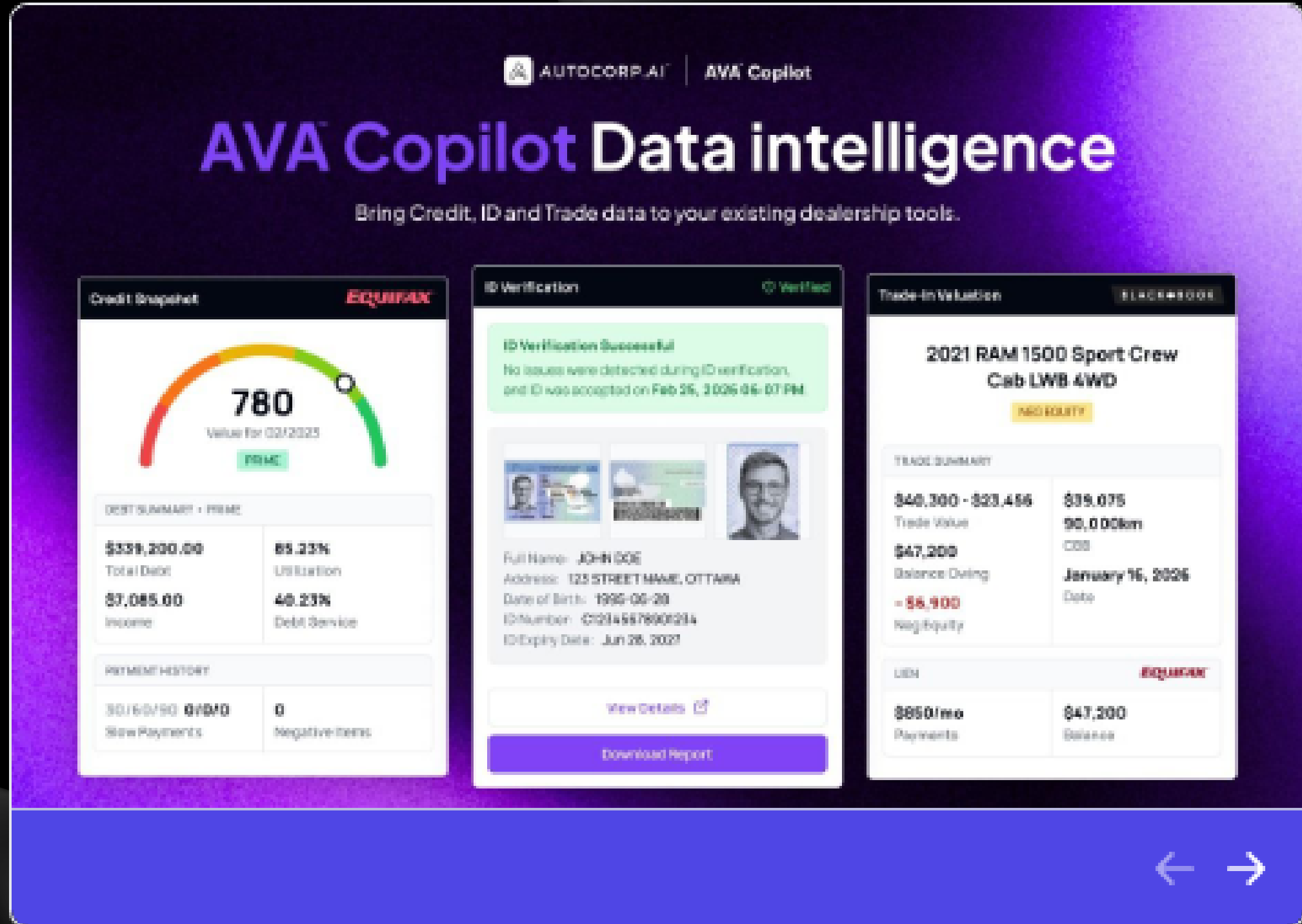
- Verify ID and soft-pull credit in one flow
- 60 seconds from greeting to qualified lead
- No impact on credit score
- Capture verified identity before keys are handed over



AVA COPILOT

Bring AVA intelligence into every deal.

- View AVA profile data without leaving DeskIt
- See credit tier, ID status, and trade equity instantly
- Reduce context switching at the desk
- Use captured data without another hard pull



The screenshot displays the AVA Copilot Data Intelligence interface, which is designed to provide comprehensive customer data directly within a dealership's existing tools. The interface is organized into three main sections:

- Credit Snapshot (EQUIFAX):** Features a credit score of 780 (Value for Q3/2023) with a PRMC (Prime) tier. It includes a debt summary table:

DEBT SUMMARY - PRMC	
Total Debt	\$339,200.00
Income	\$7,085.00
Utilization	85.23%
Debt Service	48.23%

 Below this is a payment history table:

PAYMENT HISTORY	
30/15/0/50 0/0/0/0	0
Slow Payments	Negative Items
- ID Verification (Verified):** Shows a successful verification with a message: "ID Verification Successful. No issues were detected during ID verification, and ID was accepted on Feb 26, 2026 06:07 PM." It includes a photo of the customer, John Doe, and provides personal details:
 - Full Name: JOHN DOE
 - Address: 123 STREET NAME, OTTAWA
 - Date of Birth: 1995-05-20
 - ID Number: C12345678901234
 - ID Expiry Date: Jun 28, 2027
- Trade-In Valuation (BLACKBOOK):** Details a 2021 RAM 1500 Sport Crew Cab LWB 4WD with MSRP. The trade summary table is as follows:

TRADE SUMMARY	
Trade Value	\$40,300 - \$23,456
Balance Owning	\$39,075
Reg/Equity	90,000km
	COB
	January 16, 2026
	Date

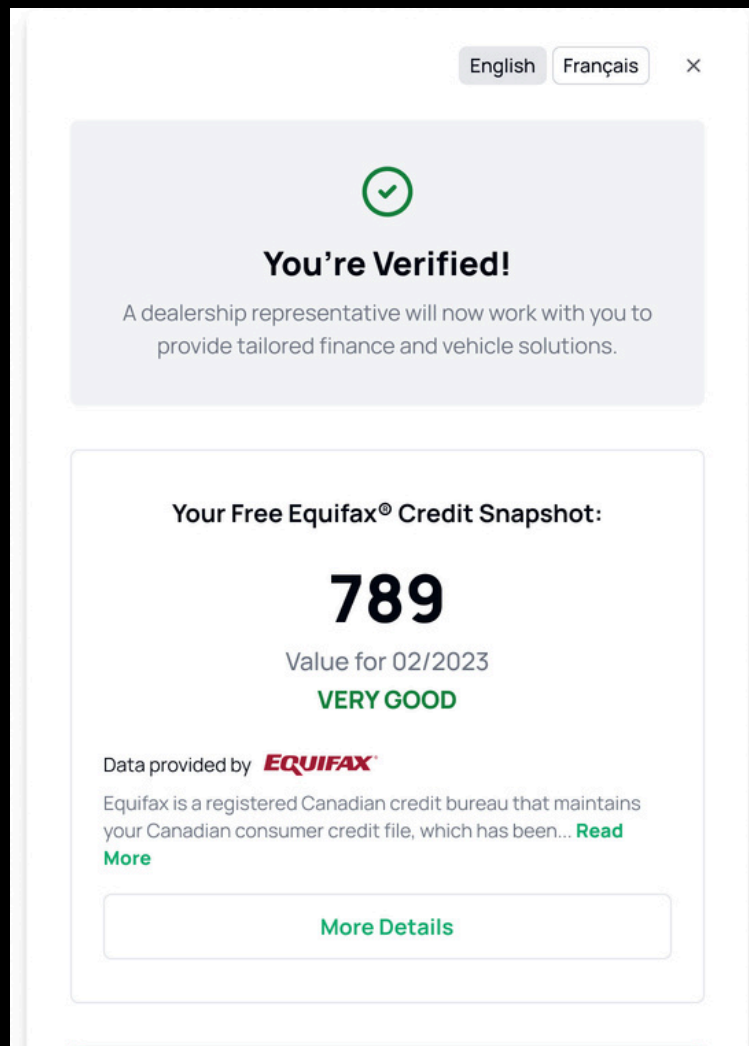
 The UEM (Used Equipment Market) section shows:

UEM	
Payments	\$850/mo
Balance	\$47,200


One Credit-First Flow Across the Entire Deal

AT THE DOOR

VeriDrive Credit qualifies the customer



English Français x



You're Verified!

A dealership representative will now work with you to provide tailored finance and vehicle solutions.

Your Free Equifax® Credit Snapshot:

789

Value for 02/2023
VERY GOOD

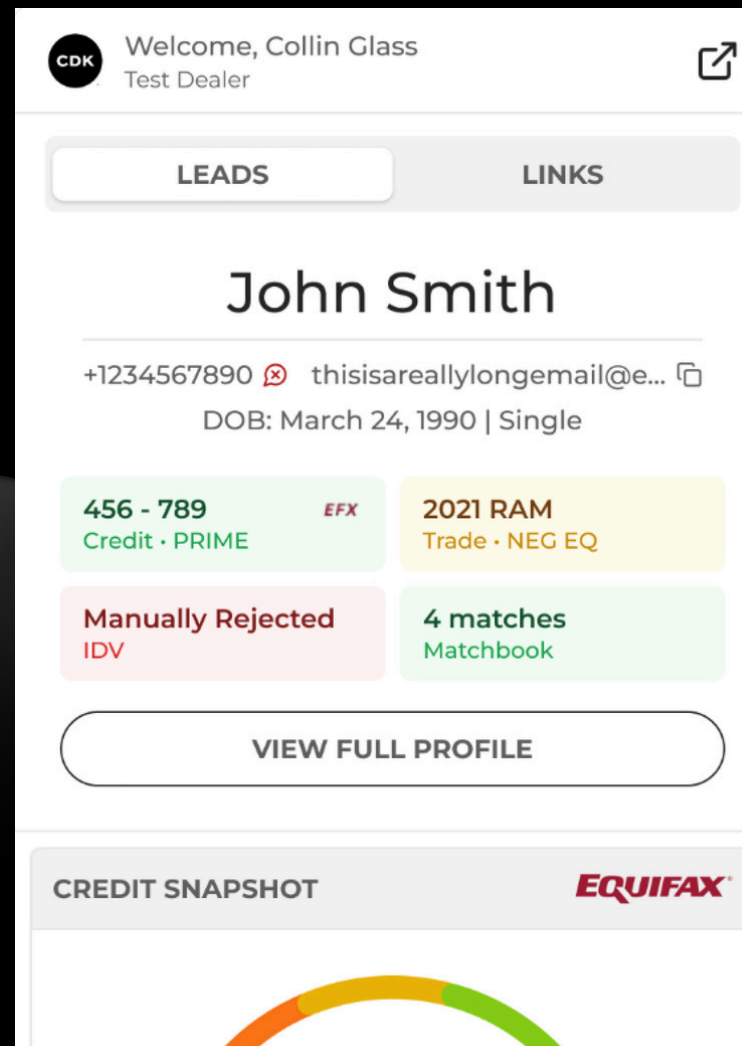
Data provided by **EQUIFAX**

Equifax is a registered Canadian credit bureau that maintains your Canadian consumer credit file, which has been... [Read More](#)

[More Details](#)

AT THE DESK



Co-Pilot surfaces deal-ready intelligence



CDK Welcome, Collin Glass
Test Dealer

LEADS LINKS

John Smith

+1234567890  thisisareallylongemail@e... 

DOB: March 24, 1990 | Single

456 - 789 *EFX* Credit - PRIME

2021 RAM Trade - NEG EQ

Manually Rejected IDV

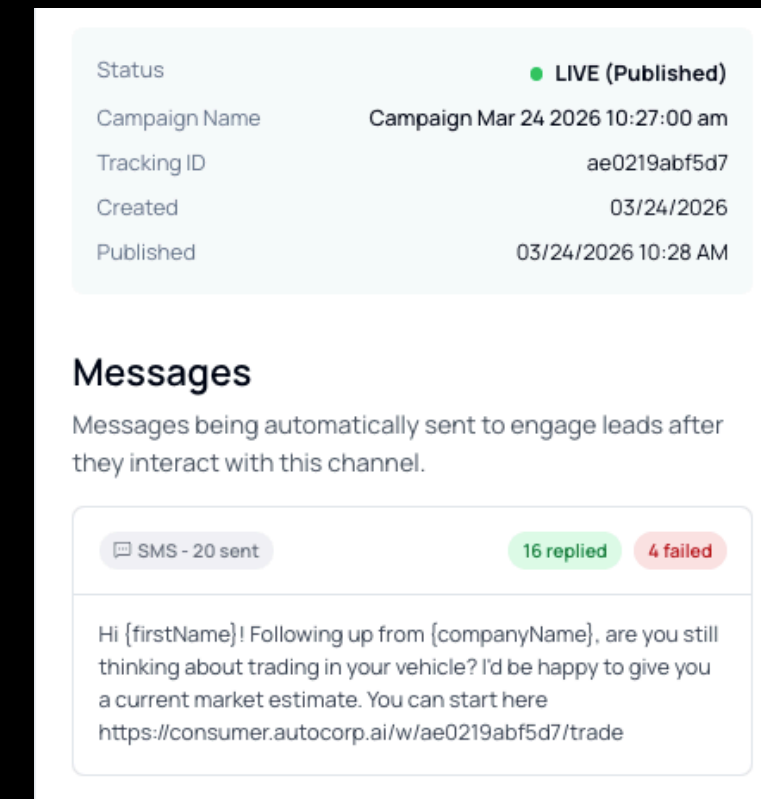
4 matches Matchbook

[VIEW FULL PROFILE](#)

CREDIT SNAPSHOT **EQUIFAX**

AFTER VISIT

Campaigns re-engages unconverted traffic



Status **LIVE (Published)**

Campaign Name Campaign Mar 24 2026 10:27:00 am


Tracking ID ae0219abf5d7

Created 03/24/2026

Published 03/24/2026 10:28 AM

Messages

Messages being automatically sent to engage leads after they interact with this channel.

 SMS - 20 sent **16 replied** **4 failed**

Hi {firstName}! Following up from {companyName}, are you still thinking about trading in your vehicle? I'd be happy to give you a current market estimate. You can start here <https://consumer.autocorp.ai/w/ae0219abf5d7/trade>

Thanks for joining the April Product Townhall

Talk to your CSM about enabling VeriDrive Credit or
setting up AVA Co-Pilot

Scan code to book a personalized demo to see
the credit-first flow in action

Or email alex@autocorp.ai

