



## **AutoHook, Powered by Urban Science Wins Automotive Website Award for Marketing Solutions**

*AutoHook Suite of Solutions Wins Automotive Website Award For Fourth Consecutive Year.*

Detroit, MI ([PRWEB](#)) April 19, 2016 -- AutoHook, the premium provider of lead-generating incentive solutions for automotive dealers and manufacturers today announced that its suite of marketing products have received an Automotive Website Award in the category of Marketing Solutions.

This year, the 2016 Automotive Website Awards took place just before the National Automobile Dealers Association Convention. [The Wynn Las Vegas](#) hosted the award show which presented 37 awards to the best website and technology products on the market for car dealers and one individual.

“AutoHook is continuing to help OEMs by providing test drive campaigns at a national or regional level. They also provide partner agencies to deliver results as well. With over 7,000 dealers in their network and over 750,000 showroom visits in their short life, the product is very impressive and should be taken seriously,” said Brian Pasch, CEO of [PCG Consulting, Inc.](#)

The AutoHook Suite of Solutions includes [Web2Show](#), a tool that converts traffic from the dealer's website into more showroom visitors. Prospects that visit the dealer's site are invited to choose a gift, redeemable only by visiting their store. [Lead2Show](#), a tool that maximizes dealers' third party leads using advanced scoring via data partners, such as Polk and Dataium, to identify the highest intent to buy customers. [Mobile2Show](#), a best in class mobile targeting and showrooming solution that targets competitive dealership/brands in the mobile environment, both on the dealer's site as well as on other local and regional sites. Mobile2Show drives prospects away from competitors and into the dealership's showroom.

“We couldn't be happier about winning the AWA award for the 4th year in a row. It's always a good feeling, considering AutoHook is less than 5 years old, to see our hard work recognized within the industry. We pride ourselves on being a company that looks forward and to stay progressive in our focus of conversion and attribution for manufacturers and dealers,” said David Metter, president of AutoHook.

To learn more about any of the AutoHook Solutions, visit: <http://www.DriveAutoHook.com>

### About AutoHook

AutoHook uses an innovative blend of digital marketing, data science, execution, and their award-winning sales attribution engine to drive the highest intent to buy customers straight into dealer showrooms. AutoHook offers time-sensitive, high value "hooks" to selected prospects that can only be redeemed in-store. No other digital endeavor has come close to mastering their ability to attribute nearly 100% of showroom visits and sales to a single campaign while delivering show rates of up to twice the national average.

AutoHook provides dealers, OEMs, and agencies the power to offer customizable, real-time incentives to prospective buyers on dealer websites, email, third-party sites, direct mail, digital advertising, social channels, call centers, and most importantly, on mobile! Combining AutoHook's incentive-based solutions with Urban Science's unrivaled wealth of data, analytics, and industry expertise has resulted in driving higher lead conversion at a significantly lower cost-per-sale. Drive Website Traffic. Drive Leads. Drive Showroom Traffic. Drive the Experience. Drive Sales at [DriveAutoHook.com](http://DriveAutoHook.com).



For more information about AutoHook and AWA winners visit <http://awa.autos/20160401-marketing-solutions-awa-winner-autohook-powered-urban-science/>



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**Online Web 2.0 Version**

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