PERQ

PUBLIC RELATIONS SUMMARY



2017 Awards



2017 Digital Innovation

AWARD WINNER

PERQ for FATWIN won the 2017 Digital Innovation Award by Ventana Research for the Marketing category



Muhammad Yasin of PERQ won the 2017 B2B Innovator Awards by DemandGen



PERQ Honored as Gold Stevie® Award Winner for 'New Product of the Year: Lead Generation Software' in 2017 American Business Awards



PERQ (Online: PERQ's Online Guided Shopping Solution) won the 2017 BIG Awards for Product of the Year-Small



Rachel Kilroy of PERQ was featured in Techpoint's Tech25 Awards Class of 2017



PERQ won 7th annual Best in Biz Awards. PERQ named a Silver winner in the Small or Medium Business Service of the Year category

Bylines Published



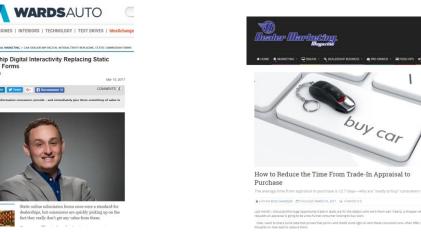
Dealer Marketing Magazine: Trade-In
Leads: A Great Conversion
Opportunity - If You Do It Right
Static Submission Forms



Dealer Marketing Magazine: Why Duplicate Leads Are a Problem Worth Having







Dealer Marketing Magazine: How to Reduce the Time From Trade-In Appraisal to Purchase



Dealer Marketing Magazine: Mental Toughness Is the Key to Automotive Sales Success

Other Sample Coverage



CBT News: Andy Medley: Why customers want total control of the car buying process



F&I and Showroom: Sending
Out an SMS: Car Buyers Prefer
Texting to Calls



F&I and Showroom: It's a Trap! Car Buyers Hip to Lead Capture Forms



CBT News: Study: How Car Buyers Really Want To Be Contacted





Dealer Marketing Magazine: PERQ Joins CDK Global Partner Program



Auto Remarketing: Florida Ford store involved with PERQ's \$25K promotion winner

Other Sample Coverage

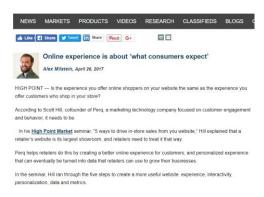


Home Accents Today: How to quantify web-to-store sales

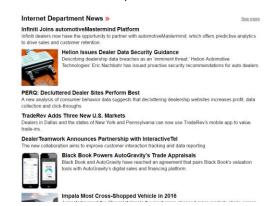


Dealer Marketing Magazine: Take a Closer Look at Your Search / SEO Strategy

FurnitureToday



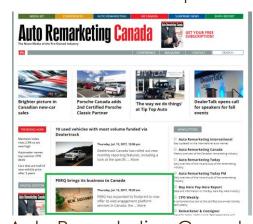
Furniture Today: Online experience is about 'what consumers expect'



Auto Dealer Monthly: PERQ: Decluttered Dealer Sites Perform Best



Furniture World: PERQ To Offer High Point Seminar On Creating Personalized Website Experiences



Auto Remarketing Canada: PERQ brings its business to Canada