



Instant Cash Offer

Staying Top-of-Mind After the Offer Expires

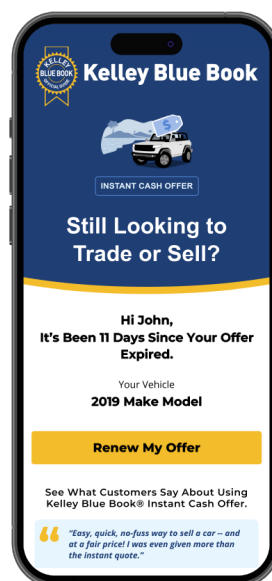


Kelley Blue Book® Instant Cash Offer is doing more than just delivering Offers—it's working to **stay in front of prospective** customers even after their Offer expires.

With the new **post-expiration email journey**, consumers are automatically enrolled in a personalized follow-up sequence that encourages them to **revisit, renew, and re-engage**.

This New Enhancement Keeps Instant Cash Offers:

- ✓ **Top-of-Mind** – Consumers receive **automated emails every 8 days for up to 90 days** after expiration with messaging that encourages Offer renewal and re-entry into the trade-in process.
- ✓ **Visible and Relevant** – Emails include personalized vehicle details, offer amount, and expiration date.



Kelley Blue Book® Instant Cash Offer is working to close the gap between Offer expiration and customer action.

Contact your Listings and ICO Representative to learn more.

