Dealer eProcess CASE STUDY

GENERATING LEADS FOR DEALER CLIENTS

DATAONE SOFTWARE

Dealer eProcess

Dealer eProcess generates up to 30 percent more leads for dealer clients thanks to DataOne Extended Vehicle Data

Dealer eProcess is always on the cutting-edge of the latest new technology in web design, search engine optimization (SEO) and search engine marketing (SEM) for the automotive industry. In business for over a decade and with over 2,000 dealer clients nationwide, the company excels at creating comprehensive Vehicle Detail Pages (VDP) and inventory-specific ads that generate **up to 30 percent more leads** for their dealers. A crucial component of their success: VIN decoding and Extended Vehicle Data from DataOne.

Moving more vehicles with enhanced VDPs

Shoppers who hit dealer's VDP pages are low in the sales funnel and ready to buy. Simple VIN details just won't cut it anymore. That's why Dealer eProcess depends on DataOne's Extended Vehicle Data. From specifications such as fuel capacity and max seating, to warranty, MSRP and crash test ratings, DataOne delivers it all. As Dealer eProcess Chief Operations Officer Sam Vukas explains, "Dealers today need more than just the VIN, as part of the story is missing. Without every data point for that vehicle, they will not have a competitive advantage. DataOne provides us with the full vehicle story, allowing us to create an enhanced VDP that generates up to 30 percent more leads."

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Sam Vukas
COO, Dealer eProcess

Extended data from DataOne is particularly helpful when moving non-franchise used vehicles. It turns every dealer into an expert, and opens up new sales strategies. For example, by including MSRP and invoice pricing on VDP, dealers can highlight their best deals.

Fueling an inventory-based advertising system

With help from DataOne, Dealer eProcess is able to use its proprietary Digital Marketing platform to turn a dealer's inventory into an unstoppable force of inventory-specific ads. The platform generates ads for each specific vehicle on the lot, helping dealers snag buyers searching for high-level specifics, like make and model, and those seeking very specific details like navigational packages or crash test ratings.

Working with a nimble and responsive partner

Dealer eProcess needs a partner that's as nimble and responsive as they are with each of their clients. That's exactly what they get with DataOne. "I don't want to be a number; I want a partner, and that's what DataOne is," says Sam. "If we need something, they get back to me within minutes. And they always follow through on what they say they are going to do."

Dealer eProcess depends on DataOne to help them deliver results for their over 2,000 dealer clients. Thanks to DataOne's true partnership and comprehensive data, their dealers are generating up to 30 percent more lead forms and leading low funnel buyers straight into the showroom.

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DEALER ePROCESS

ABOUT Dealer eProcess | www.dealereprocess.com

Dealer eProcess is an automotive digital solutions provider. At the core of all of their products are dealer websites, which are best known for their innovative work and NON-TEMPLATE driven approach. Dealers have a choice with Dealer eProcess' product and that's important to them. Powering these websites is Dealer eProcess' unique approach to marketing and driving more leads.

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A DATA SOLUTIONS EXPERT IS AVAILABLE TO SPEAK WITH YOU ABOUT YOUR SPECIFIC NEEDS

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