DEALER.COM®

Search Results Page (SRP)

Efficient and convenient inventory search for your Digital Storefront.

Vehicle Detail Page Views are an important indicator of website engagement, but many shoppers spend a significant amount of time flipping back and forth between your search results and your VDPs in search of the right vehicle. The back and forth can be distracting, and can lead to a bounce or an abandoned search.

Dealer.com's User Experience and Engineering teams have designed, built, and tested a brand-new Search Results Page experience (SRP) that reduces some of this back and forth and helps consumers find the right vehicle. Our new SRP contains tools and technologies that bring simplicity and efficiency to inventory selection.

KEY BENEFITS

Easy searching on mobile devices. Our new responsive SRP features mobile-minded menus and tabbed content areas that make vehicle selection simple from any device.

Built for how your customers shop. Convenient search tools provide multiple ways for shoppers to narrow their inventory search.

A faster path to the right vehicle. In testing, consumers viewed fewer VDPs overall, though dealers saw no drop in lead volume.

FEATURES

Free-Form Inventory Search Bar
Give shoppers the freedom to search for vehicles however they wish.

AutoComplete Suggestions
Predictive results within the search bar help to quickly guide shoppers toward the right vehicles and features.

User-Friendly Faceted Search
Tap-friendly buttons and menus make mobile searches simple and encourage less clicks to get the information consumers want.

Optional Photo Carousel
Larger inventory photos and a convenient photo carousel allow shoppers to view multiple photos before visiting the VDP, helping them more quickly identify their vehicle preferences.

Tabbed Content
Standard vehicle specifications, OEM and Dealer incentives, and stacked pricing make key inventory details organized and accessible.

Flexible Design
A convenient grid or list view lets shoppers sort inventory based on their preferences and provides customization opportunities for dealers.

Fast Filtering
As shoppers broaden or narrow their search results, vehicles are resorted automatically without reloading the listings page.

Available Now
Dealer.com has begun upgrading all clients to this new inventory search experience. We are very excited to bring this no-cost upgrade to our client partners—a milestone in the modernization of our website platform that began last year.

Contact your Performance Manager for details about this upgrade, or contact your Dealer.com Representative for a demo of these exciting new features. Learn more at dealer.com/srp.

COX AUTOMOTIVE

SRP Product & Process FAQs

When will I be upgraded?
We expect that all clients will be upgraded to the new SRP experience by the end of Q1 2021.

How will I know when it is my dealership's turn?
We will be taking proactive steps to notify dealers who are about to receive this upgrade 3-4 weeks before it begins. Dealers who are next to receive the new SRP will be notified in advance via ControlCenter Welcome banner, via email, or by their Performance Manager.

- **ControlCenter Notification:** A banner will be posted in ControlCenter indicating you are in the next group of dealerships to be upgraded. Once you see the banner posted, it may take 3-6 weeks to complete, depending on where your dealership falls on the list.

- **Email Notification:** An email will be sent to the primary contact at your dealership indicating that you are about to enter the upgrade process. Once the email is received, it may take 3-6 weeks to complete, depending on where your dealership falls in the queue.

- **Performance Manager Notification:** Your Performance Manager will attempt to consult with you prior to the upgrade, however, it may not be possible in all cases. Dealers with any concerns are encouraged to reach out to their Performance Manager at any time.

What pages will be automatically migrated to the new SRP?

- Basic inventory listing pages (new, used, certified, bargain, exotic, commercial, wholesale, classified)

- Valuable custom vehicle listing pages, including:

  - 2019 and newer for new inventory

  - Pages included in the website navigation

  - Pages receiving traffic of 5 views and above over the last 30 days

What pages will not be migrated to the new SRP?

  - New Inventory older than the 2019 model year.

  - Pages with fewer than 5 views over the past 30 days, unless they are found in your primary navigation.

Why are we not migrating all pages?
We have opted to migrate to the new SRP with best practices in mind. We will migrate your valuable content based on the criteria above. For any page not migrated, SEO-content, functionality, and aesthetics will remain. If these pages have been built as part of a service you pay for, we will partner with you on determining the next steps on creating a new page(s).

Will I be able to preview the changes?
Because of the volume of migrations and Quality Assurance verification that is required, dealers will be alerted once the upgrade is complete and the new SRP has been deployed. All Implementation teams follow a documented upgrade and QA process.

Will I be notified when the upgrade is complete?
Your Performance Manager will be alerted once your upgrade is finished.

Can I roll back/revert to the old design?
This upgrade is part of the modernization of our technology platform and the evolution of SRP design. The impact to your business was carefully considered during testing. Rollbacks will only be considered for specific circumstances.

I use third-party technology on my SRP. What will happen to that functionality?
Most third-party technology partners that clients use to enhance their existing SRPs have been notified of the upcoming changes and have complied with requirements related to our new third-party API. A small number of third-party providers are still working through the compliance steps. Contact your Performance Manager or Dealer.com Support for more details.

I use customized VLPs now. How will those be upgraded?
Dealers currently with Custom VLPs on their websites are included in the upgrade, as long as it is present in your site's navigation and/or gets more than 10 hits of traffic per week.

Should I default to list view or grid view?
A "grid" or "tile" layout for vehicle listings provides visitors with improved ability to compare vehicles side-by-side. However when vehicle listings contain too much information, specifically detailed pricing stacks including granular discounts, multiple badges, and/or multiple CTAs, the layout becomes too overwhelming. A standard "stacked" listing of vehicles is recommended for vehicle listings containing detailed pricing, multiple badges, and/or multiple CTAs. This layout provides space for additional information without crowding the page. For more UX recommendations check out our **SRP Playbook**.

What performance changes can I expect?
Dealer.com has been piloting and testing the new SRP since December 2019 on live dealer websites assessing both the qualitative and quantitative performance. Clients report that the new SRP is a clear improvement to users over our previous VLP, particularly the mobile aspect:

"What really stood out to us about the new SRPs is that they were created with a mobile first design. They perfectly capture the details the customer is looking for in a clean layout," said Jeffrey Ramsey, eCommerce Director at Jones Junction. "Being able to easily scroll through the images from the SRP has created a more valuable VDP visit. This has led to more leads and a higher percentage of our traffic converting. After spending the time and money it takes to get a customer to our site, you don't want to lose them when they're looking for a vehicle. With the easy to use sort and filter functionality, it allows shoppers to navigate our inventory seamlessly. Overall, the new SRPs have improved our customers shopping experience and helped create more sales opportunities for the Jones Junction organization."

Quantitatively, results show that we have eliminated "pogo sticking" back and forth between SRPs and VDPs, creating a more efficient search experience for the consumer. This efficiency results in fewer VDP views per session, but no decrease in vehicle leads.

SRP FAQs, cont'd.

Wait! Aren't VDP Views a good thing?
Yes. Historically, a VDP View has indicated consumer interest in a particular vehicle, however modern dealer websites provide several ways of interacting with a particular vehicle throughout the user experience.

Our research shows many consumers click to VDPs simply to eliminate vehicles from their consideration set. For example, they select a VDP, check the photos, decide they dislike that selection, and then return to the SRP and repeat the process.

By providing users with more information—like the photo carousel—sooner in the process, we've allowed users to make better choices while eliminating some of the back and forth.

Usage of the photo carousel is significant; 35% of all mobile users (and 12% of desktop users) interacted with it on the SRP in testing. If a decrease in total VDP views is a concern, disabling the photo carousel on the SRP will immediately revert VDP Views back to its original baseline; however, in doing so, a dealer may be trading user experience for stat-boosting.

Have additional questions? Please reach out to your Performance Manager, or learn more at dealer.com/srp.

Cox Automotive