## DEALER.C

# **Experience** Optimization

Dealer.com Experience Optimization uses data and automation to deliver personalized inventory and fixed operations content to customers visiting your website, based on their previous shopping behaviors.

When shoppers reach your website and see inventory and incentives for the vehicles they've already been considering, it makes it easier for them to resume their research and take that next step in the buying process. Website visits where shoppers were exposed to personalized content showed increased website engagement and digital retailing activities.

#### WEBSITE ENGAGEMENT

Over a six-month period, 524 dealerships from a single automaker—all with Experience Optimization—measured the following increases in website engagement.\*



- 216% increase in lead form submission rate
- 2x s
  - 2x shopping time spent on site
  - 175% increase in VDP views per visit

### **DIGITAL RETAILING ACTIVITY**

The same study also revealed marked increases in digital retailing activity when shoppers were exposed to personalized content through Experience Optimization.

- -\_\_\_\_.
- 4x more likely to pencil a deal
  - 3.3x more likely to initiate a trade-in deal
  - 4x more likely to submit their deal



# Personalize your digital storefront experience.

Award-winning personalization awaits!

Contact us to see Experience Optimization in action or click here to learn more.

\*Statistics based on a Dealer.com study of 524 franchise dealers who subscribed to Experience Optimization over a six-month period beginning January 1, 2020 through June 30, 2020. During the study, website visits where shoppers were exposed to personalized content through Experience Optimization saw increased website engagement and digital retailing activity.

#### COX AUTOMOTIVE