

The Step-by-Step for Modern Dealers:

How to Increase Your
Digital Presence to
Drive Sales

Autotrader 

 Dealer.com

COX AUTOMOTIVE
ECOMMERCE

 The Power of One
Cox Automotive





TOP 4 DATA & DIGITAL TRENDS - - -

Reshaping How Dealers Do Business & the Automotive Industry

1. First-party data will become even more important in a cookie-less future and it's time to learn how to successfully activate it.

2. Consumer behavior has changed – so have their wants, needs, preferences – the digital future is here.

3. Successful auto dealers are planning step-by-step how to enter the fully ecommerce future.

4. Digital retailing is no longer an option – it's essential for success in today's online world. It's time to connect it with your future marketing and business goals.

In today's times, it's no longer enough to just collect data and use digital retailing tools. It's time to make a step-by-step plan to activate and leverage them to empower your sales, retain customers and increase new business for the digital future.

With a future of no third-party cookies on the near horizon, layered with a shifted consumer preference of completing more of the purchase process online... It's no wonder why many auto dealers are struggling with how to stay a step ahead!

But modernizing your marketing and business strategy doesn't have to be as complicated as it may seem. There are new ways to connect with and activate your customer data in order to drive profits not just now, but for many years to come.

The new speed of retail is here, and shoppers expect a streamlined, digital experience. By taking a deeper look at the importance of not just collecting data, but learning how to effectively interpret and activate your data, you'll discover on the following pages the step-by-step to increase your digital presence [to get more deals done](#).

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First-Party Data:

What It Truly Is and How to Activate It to Drive Sales

Successful Dealers are Activating Their First-Party Data...

Are You?

Data is something we all want, need and collect in order to drive business. But despite the vast amounts of data we all have, many auto dealers are left scratching their heads when it comes to truly understanding the different **types** of data they've collected. More importantly, they're not sure exactly what to do with all that data once you've collected it.

When you truly understand the different types of data you collect and learn how to put that data **into action**, you'll discover many advantages to both your operational strategies and marketing efforts.

It's time to learn how to connect, effectively use and optimize the first-party data you already have. And although none of us have a crystal ball as to the exact journey each customer will take, it brings us much closer to predicting future patterns and mapping out and defining your marketing efforts on what makes your dealership stand out to your ideal customer.

Together, let's take a look at why successful dealers are activating their first-party data for a **more profitable road forward**.

Decoding the different types of automotive consumer data

Not all data is created equal. As many of you know there are different types, and each has its useful place in how you run your business and maximize your marketing efforts and dollars. Let's look at each of the **3 main different types of data** and what you can do with each either separately, or when connected together.

First-Party Data

First-party data by definition is data your company has collected directly from your audience; whether sales or service, current or previous customer, site visitors, or social media followers.

Essentially you or your business are the first-party that has collected unique information about your audience directly from your audience. It's the most reliable, as you collected it directly from your sources. It's also typically cost effective to collect. There's not only quality to this data, but a lot of relevance to what your business has to offer.

With first-party data you have the ability to create highly customized, personalized experiences in your marketing efforts. You're also able to have and build a comprehensive view of your customers. When combined with second and/or third-party data, it gives you the most comprehensive view of the customer.

Second-Party Data

Second-party data is essentially someone else's first-party data. The seller collects data straight from their audience, and it all comes from one source. You are the **second-party** to have access to this data. The information you want to receive from another company can come from various sources owned by your partner, including websites, apps or offline sources and surveys.

You can feel pretty confident in second-party accuracy, however it is shared with various other co-partners, so there might be occasional inaccuracies. Typically, second-party data is seen as just a brick or connector to create larger third-party sets and gives you the ability to create better campaigns.

We tell our
dealer partners that
our data can be yours...
and we mean it.

Each year,
Cox Automotive
hosts over:

2.3 Billion

Hosts 2.3 billion online visits

80 Million

Manages 80 million leads

2.9 Trillion

Sifts through 2.9 trillion
consumer insights

Decoding the different types of automotive consumer data

Third-Party Data

Third-party data is data you need to purchase from data providers. Consider it pieces of information about online users. With **third-party data**, you'll have the ability to precisely target specific audience groups.

It also presents an opportunity to gain and stand out to new customers, especially if competitors aren't putting the needed focus and investment into getting in front of them or connecting and activating their data. Besides having the ability to target the right audience, it can help you **gain a digital presence**.

Now that we've taken a closer look at the different types of data and their definitions, as well as their predominate uses, let's shift our focus to the data that you collect directly... first-party data. With ongoing concerns of what exactly a fully cookieless future looks like, **activating the first-party data you collect and already have**, should be a focus.

Advantages of activating your first-party data

Having data is one thing... but making it actionable is how you're able to close more deals! Next let's go over the advantages of putting your first-party data to work for your business and marketing goals, and you'll quickly see why successful dealers make this a priority.

Not using and activating your data is like leaving money on the table.

Whether your audience is large or small, **first-party data** allows you to gain insights into who your consumer is.

Having insights into things such as their demographics, engagement metrics like whether they are looking at new or used vehicles, lease or financing options and service specials, and behaviors on what they're doing across the web gives you the ability to not only understand more about your consumer, but have a clearer picture of how you can best market to and service them.

Step 1

Gain Abilities by Activating Your Insights:

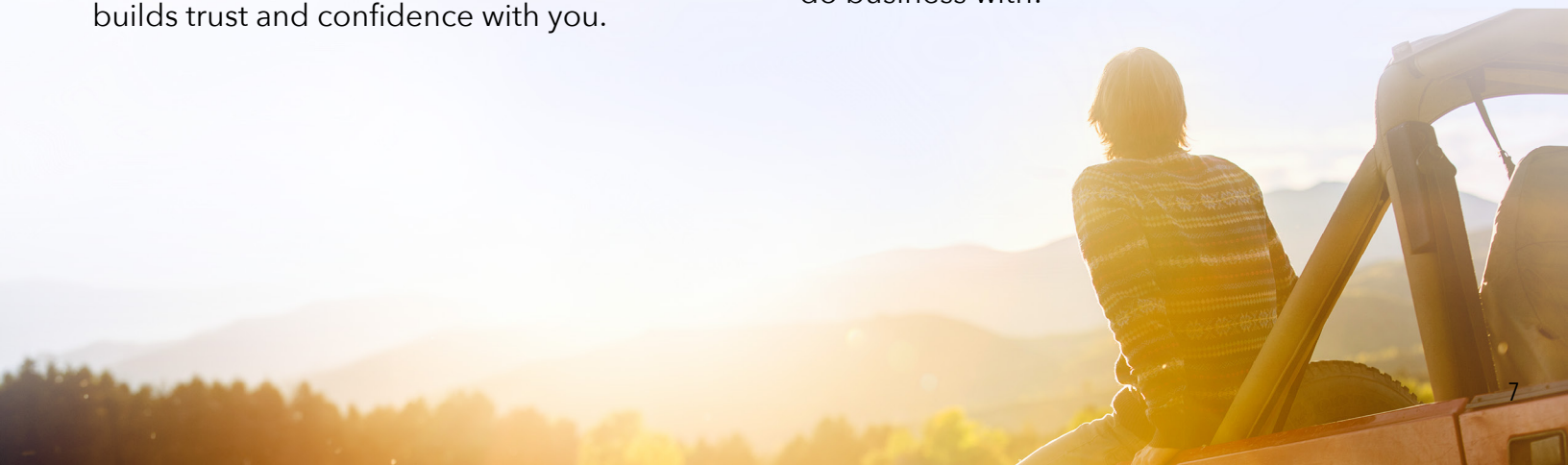
Group consumers with other consumers that have those similar interests or demographics from your data. From there you can build campaigns and audiences that will convert around who they are and what they have shown you they'd be interested in.

This allows you to stand out as someone who knows what their needs, wants and preferences are, and ultimately are concerned and connected to their best interests. It builds trust and confidence with you.

Step 2

Discover What's Relevant to Your Ideal Customer:

Both email and social media data will give you insights into what your target audience engages with and is interested in, and your subscribers and followers will provide some additional demographics and trends you can uncover to use to tailor your marketing to. Take these data insights to see what is resonating and relevant to your customer, and further your brand as well as highlight why **YOU** are the one they should be doing business with, or continue to do business with!



Advantages of activating your first-party data ~ *continued*



Step 3

Predict Auto Shoppers and Customer Behaviors:

Seeing that you are the one that collected the first-party data from your sources, you not only know that the data is accurate and dependable, but you also know that it's **relevant to your business and marketing strategies**.

First-Party Data will Reveal Things Such As:

- What pages the user has visited on your website
- What specific offerings or vehicles of yours they looked at
- When they signed up for specials to be emailed to them
- When they chatted with you
- If they preferred to watch videos on your page and for what duration

You can see consumer behaviors in action and **predict what actions** they're likely to take next based on that data. When you can predict behaviors, you have the ability to personalize your message and customize the way you communicate with consumers. When you do this, it activates the data and significantly increases the chances of you capturing their attention, as well as getting them into the funnel faster. They have preferences, and you can decode these and strategize your marketing around them.

Step 4

The Ability to Personalize Your Dealership's Content and Ads:

Your first-party data gives you a **huge advantage** when it comes to personalizing your content and ads. As you stay in front of and alongside the shopper or customer with content and ads, your data gives you the ability to show you exactly what they want, or want to **see more of**.

Making A True Connection:

When you improve your messaging, and target your content and ads based on what data has shown you they want, need and prefer... that's when the true connection happens.

- ROI improves
- Engagement skyrockets
- Customer loyalty increases
- You can fast-track a consumer

By activating your data to effectively target and re-target audiences with content and ads that interest and speak to them, you've activated not only that data, but also the consumer themselves to take action!

There's nothing worse than being marketed to by a brand you feel just doesn't understand you. But messaging and ads that feel like **they truly get you at your core**, offer the experience and knowledge you're looking for, and can solve your pain-points and provide an easy and frictionless way of doing business... Well, they get another look and the continued attention you've worked to earn.

The Successful Dealers Plan:

Activate Your Data to Deliver the Right Messages, Customized Content and Retargeting Online to Your Ideal Customer

Shoppers, whether online or in your showroom, want to feel seen, like you truly know them. It's important now, more than ever, to help them keep their focus (on you!) with the right messages, customized content and retargeting with your ads, website and online content. These tactics will help shoppers come back into the funnel if they stray off course. Autotrader and KBB.com offer ways to help you easily achieve this goal. For example, [Advanced Ads](#) display advertising that will leverage offsite exposure to bring them back to your VDPs.

Step-by-Step for the Road Forward:

Consumers are shopping based on what is available, not necessarily what they want, but they don't have to. It might be challenging to keep enough new and used inventory on the lot, you can help patient shoppers find the perfect fit by pre-ordering. On Autotrader, the [New Car Custom Order tool](#) connects shoppers who aren't finding the right fit with dealerships looking for customer order leads.

Buying in this still fluctuating market is not an easy process for consumers - ensure you have the best tools to make their experience as seamless as possible - Autotrader and Kelley Blue Book® suite products such as [Digital Retailing](#), [Instant Cash Offer](#), [My Wallet](#) all make the buying process more informed for consumers to give them the most accurate pricing.



The Cookieless Future:

How to Prepare and Strategize for It



As we just covered, there are really big benefits to both having and collecting first-party data for your business.

Think of your contacts, your customers, your leads, your website, your insights, your predictions... Everything that you have been collecting since the day your doors first opened and website went live at your dealership.

Your revenue sits in that first-party data. Or more importantly the strategy tied to it.

And you can unlock many benefits and advantages by learning new ways of how to activate that data. Especially with a cookieless future quickly approaching on the horizon.

When it comes to your business and marketing goals, it's essential to understand and map out where your dealership or brand is today, and where you've set your sites on going. **Data can and should be a leading driver** to help you successfully do this.

Next, let's take a closer look at how your activated data can help you stand out to your ideal customer in your marketing efforts, mix-match-modernize your strategy, and help you map out your **step-by-step** as digital retailing and our industry bridges towards an eCommerce future.

In an ever-shifting automotive industry and world, your first-party data will help you stay a step ahead.



It's time to re-strategize

Part of activating your data is interpreting and acting on the insights, especially when it comes to **what your consumer wants, needs and prefers**. However, your existing methods of activating your first-party data don't quite work the same way anymore.

It's time to **revamp your strategy** to accommodate the changing landscape of the industry and connect to new shopper insights.

Step 1

Educate and Demonstrate:

Remember, how we do business, where we do business and who we do business with has and will continue to shift.

You need to make sure that your marketing strategy includes educating and demonstrating to the consumer you have the cars, service, experience and capabilities they want and are willing to show them how to use them.

Some of these consumers will be existing customers, but they might need reminders of how your business has evolved. And some of these consumers will be part of the heightened 56% of cross-shopping auto buyers who are open to and entertaining a different brand and type of car.

Educate and demonstrate the advantages of doing business with you and what makes your brand the one they should choose.

They're new and haven't had the first-hand experience yet, so give them the virtual experience and highlight hallmark values and experiences your brand offers.



It's time to re-strategize ~ *continued*

Step 2

Communicate the Way They Prefer:

If you're not communicating the way your consumer prefers, you are definitely missing out on business and probably losing some of your current customers.

This year's Cox Automotive annual Car Buyer Journey Study revealed that for the two growing segments of in-market auto shoppers, their preferences for communication steer them towards who they ultimately decide to do business with.

And what they prefer when it comes to communication is **ease, a frictionless experience, and in their preferred method**. For many that means texts, having chat available on your site, and instant buttons so they can quickly complete their desired actions.

Step 3

Shifting Parts or All of the Car-Buying Process Online:

Both of the growing segments of auto shoppers surveyed in the 2022 Car Buyer Journey Study said they prefer to buy online - with 75% of them saying within the next 5 years they would buy a **vehicle entirely online**. They're a growing target, currently completing 10 out of 13 of the purchase steps online.

It's an Amazon buying world. Consumers are open to and moving toward being more comfortable with buying high ticket items online, like cars, predominately online as well.

Look at what you currently offer with your digital retailing tools and map out what steps you still need to go towards a fully eCommerce future. We have a few suggestions and items to consider when doing that below!

Rome was not built in a day, but it was built brick by brick. And so should your digital marketing strategy - lean the most on your first-party data to be your bedrock foundation and the digital retailing tools you have **supporting, feeding and connecting** your customers to what they want and need.



Gearing up for the new speed of retail

Digital retailing tools continue to grow and expand how auto dealers do business and plan their marketing strategies.

This digital foundation was laid in our industry during the pandemic with the goal of a better shopping experience. As satisfaction levels continue to likewise grow with the online experience, so should your focus on adding more digital retail solutions and capabilities as well as connecting them with your first-party data to help drive your business.

Did you know 70% of shoppers are more likely to buy from a dealer if they can start the process online?

The new speed of retail is here, and shoppers expect a streamlined, digital experience. So, to help you meet them **where they are**, it's important to take a look at **where you are**.

Whether your dealership is on the low end of the eCommerce spectrum only offering a few digital retailing tools, or are fully automated and full-spectrum eCommerce ready, there are **distinct advantages** to mixing, matching and modernizing your digital retail strategy. And first-party data should be the core pillar of how you're connecting it all and moving forward, especially in a cookieless future.

As we touched on before, by alleviating your consumer's pain points, and activating your first-party data with personalization, you'll have the ability to not only stand out to your ideal customer and retain existing customers, but you'll also have the ability to **improve your customer's**

experience in the following ways reported in the annual 2022 Car Buyer Journey Study. In a cookieless future this is where your revenue will have the ability to grow.



In-market auto shoppers and buyers reported the following satisfaction levels and advantages with transacting online:

- 88%** Save time at the dealership
- 86%** Save time with the buying / leasing process
- 83%** Seamlessness of continuing the online buying transaction in store where they left off
- 81%** Improved the overall buying experience
- 78%** Greater transparency with pricing

By **connecting** your first-party data to your existing and future digital retail tools, you'll not only give your consumers what they're looking for, but you'll set yourself up for increased exposure and reach, the ability to turn vehicles more quickly, increase your opportunities for acquisition and inventory and close more deals. **More specifically... profitable deals!**

Automotive digital retailing

vs. eCommerce: What's the difference?

There is often confusion when it comes to the differences between **digital retailing** and **eCommerce**. While they both start online, that's where the similarities both begin and end. Digital retailing helps guide the overall experience for your shopper and saves time for both you and the consumer. Your customers can easily navigate and engage with your website during different stages of their purchasing journey.

Digital retailing

Largely supported by a person at your dealership: There are many steps that digital retailing can connect. For example, the consumer starts the deal online and can take it to a credit app submission, sometimes even a credit decision, but at that point dealership personnel will need to engage with the consumer to walk them through the deal. So, while technology plays a big role, the process is largely supported by a person in the dealership.

eCommerce

A fully digital transaction: On the other hand, eCommerce also begins with the consumer starting the deal online. **But the key difference is that a consumer can take a self-paced fashion, working through the deal all the way through digitally signing the contract** package and scheduling the delivery of the vehicle. The process is also supported by F&I automation primarily, not dealership personnel. Most dealerships have dedicated eCommerce teams who solely focus on these end-to-end online transactions.

If adding an eCommerce channel isn't feasible in the near future, digital retailing **can still satisfy** those digitally savvy shoppers. Consumer research confirms that not every consumer wants the same results from their online experience. In fact, 9 out of 10* prefer a flexible, personalized buying experience. Make it simple for customers to explore the information they are comfortable researching (inventory, trade-in values, financing terms/ payments, F&I products) and move the process to the dealership when they are ready.

Aside from leveraging digital retail and eCommerce solutions to provide seamless transitions between digital and physical interactions, training your entire team (not just your BDC) on switching between online and offline interactions goes a long way. You'll see increased confidence, improved satisfaction and the consumer will appreciate this more personalized and efficient way of doing business.



The Successful Dealers Plan:

Revisit Your Current Marketing Strategy – Focus on Connecting Your Digital Retailing Tools to Your Data



A cookieless future isn't as worrisome when you put your first-party data to use. By revisiting your current marketing strategy, mixing-matching-modernizing your digital retailing tools to connect them to your data, and planning everything your dealership does from the top down on how you'll grow your eCommerce business, you'll stay a step ahead of your competitors and align your dealership for success in the future.

As technology continues to evolve, activating first-party data is essential for every auto dealer, whether your business is brick-and-mortar or strictly eCommerce. You'll gain insights into consumer behavior and preferences, improve customer experience, and optimize your marketing campaigns and dollars.

It's time to start shifting from just collecting first-party data to activating and connecting it. Because when you do, you'll quickly see the difference it can make for your business to increase conversions and your profits.

Step-by-Step for the Road Forward:

1. When revising your marketing strategy remember these 3 words... Optimize, Optimize, Optimize! Now it's more important than ever to effectively use your data to ensure your ad spend is as efficient as possible. Tools like Autotrader's [nVision](#) and [Buying Signals](#) will allow you to make sure you are reaching the right customers and advertising in the right ways. Leverage the Analyze Inventory report in nVision to turn your vehicles faster and Buying Signals to tailor your message and know what customers are shopping for. You can use your Spotlights to highlight the most cars in demand and leverage [Market Extension](#) to advertise outside your market, so you are getting the most reach.

2. Additionally take a closer look at how you are currently collecting, storing, using, and activating your data? While the deprecation of third-party cookies might feel overwhelming, you don't have to worry. By partnering with a data-driven partner like [Dealer.com](#), dealers can get with access to exclusive first-party Cox Automotive data about consumers to help you advertise more effectively and to a wider audience.

3. Through digital retailing tools, we lay the groundwork for a better shopping experience. Fast forward to the present and ecommerce sales channels are being integrated to accommodate consumers who prefer to shop online. If adding an eCommerce channel isn't feasible in the near future, revisit your current marketing strategy and digital retailing tools to devise a plan for how you'll grow your eCommerce business from the top down. This includes offering digital payment options, in-store pick-up and delivery, and other personalized services.

Changed Buying Process:

What Consumers Prefer and What You Should Focus On



As we've covered, having a digital presence as well as online capabilities is something every auto dealer needs in order to do business in today's times. However, it's not just a Field of Dreams scenario - if you build it, they will come. Today's consumers have specific wants, needs and preferences in how they can purchase cars, and it's reshaping the process for consumers, dealers and the industry alike on a whole.

In order to plan, successful dealers know **NOW** is the perfect time to take a look at both their current business and marketing strategies, as well as map out how they plan to step into and bridge into the eCommerce future that is already knocking on their front door.

To do this, it's important to understand where consumers are, where they're heading, and what your business should be moving toward for the road forward.

Consumer needs and preferences are reshaping the purchase process

When thinking about today's consumer, it's important to remember there's been an evolution in the way they research, shop, and purchase cars. Especially over the last few years. In-market auto shoppers have new and different considerations during the shopping journey, and you must have new and different ways of strategizing and running your business than you did in years past.

A successful strategy should be firmly centered on meeting consumers where they are. No longer a linear path, consumers follow the purchase path in different ways, at different times, and take different steps in a different order.

But by focusing on personalization and offering a frictionless purchase path that both aligns with their needs while simultaneously overcoming their pain points, you'll still arrive at the end goal of making the sale and giving your customer the experience, they desire.

Staying in front of them, no matter where they're at in the process, is key.

Today's In-Market Auto Shoppers Wants, Needs & Preferences



With so many different types of shoppers that your dealership comes across online, it's important to take a step back and do a deeper dive into **who** those customers are, **what** their pain points are, and **how** you can offer solutions to not only capture their attention, but also gain their trust and business.



Researcher
15% ▼



Traditionalist
24% ▼



Resister
18% ▼

Consumer needs and preferences are reshaping the purchase process ~ *continued*

Cox Automotive's recent Car Buyer Journey Study identified five (5) segments of consumers, and the two (2) categories that they fall in – one shrinking in the market and one growing.

43%

Are car buyers

75%

Will be buying entirely online in 5 years



18%

Efficient
Independent

▲ Growth
+20%



25%

Guided
Innovator

▲ Growth
+8%

Growing Segments

Comprised of two different segments, the growing category includes **Efficient Independents** and **Guided Innovators**. Efficient Independents comprise roughly 18% of today's market, and they're mostly Gen X's (1965-1980) and Millennial's (1981-1996). The largest sector is the Guided Innovator. They make up a quarter of in-market auto shoppers. They're the youngest – being comprised mostly of Gen Z (1997-2012) and Millennial's.

Both growing segments **prefer to buy online** – with 75% of them saying within the next 5 years they would buy entirely online and currently complete 10 out of 13 purchase process steps online.

Shrinking Segments

It's also important to note that the three (3) other segments found in the shrinking category are more likely to still buy in-person, however they still take some steps online during the purchase process. **The Researchers, Traditionalists** and **Resisters** prefer a process they are familiar with and that's worked for them previously, that's very straightforward and simple. These shoppers typically only complete 4 out of 13 shopping steps online.

So, what are the opportunities here for you?

We can see how consumers want to do business online, but it's important to remember it's still new for them. Focus on educating them and bringing them along the purchase path with you. Your business and marketing strategy should be dialed into those growing segments. They're online, and in our "Amazon world" they're open to or moving toward buying high ticket items online, like cars, predominately online both now as well as in the very near future.

Advantages to stair stepping your digital retailing tools into eCommerce

Not every in-market auto shopper wants the same things from their online experience, but one thing they all do want is options. Our research shows that consumers don't want to follow a prescribed sales process. In fact, **9 of 10 consumers prefer** a flexible, personalized car buying experience.

With a complete full service-connected digital retailing experience, like that provided by Cox Automotive, you can give them just that. Unlike digital retailing, eCommerce directs customers to complete the purchase through an online store

When it comes to promoting and marketing digital retailing and eCommerce, there are several different strategies that businesses can use.

Digital Retailing Strategy

It's important to focus on creating a user-friendly experience for customers when it comes to digital retailing. Be sure to also:

- Optimize your website or mobile app for search engines.
- Use targeted advertising to reach potential customers.
- Give shoppers the tools to explore the information.

Being able to easily pick up where they left off will increase their confidence, satisfaction and willingness to do business with you.

eCommerce Strategy

Businesses should focus on creating a visually appealing online store that's easy to navigate as they shift toward the full eCommerce experience. Other strategies to consider include:

- Use social media to reach customers.
- Optimizing content for SEO.
- Leverage your (CRM) software to store customer data and track customer activity.

Remember, everything from the car, to add-ons, to financing, to delivery and so on should be connected and seamlessly lead into each other.

Digital Retailing and eCommerce are Two Very Different Types of Retailing:

Both can be successful if dealerships take the time to properly promote, market, and educate the consumer on them and how their business integrates them. By taking advantage of strategies such as SEO optimization, targeted advertising, and actively using the many features of CRM software, dealerships can maximize their chances of success for their business in both digital retailing and eCommerce.



Is automotive eCommerce the way of the future?

Automotive eCommerce is becoming more and more popular as a way of retailing because it's all about convenience. With eCommerce, customers have access to a much wider selection of vehicles and access new markets than they normally would. Additionally, they can browse through different models and features at their own pace and make informed decisions before making a purchase.

Today's consumers both want and expect a flexible, personalized car buying experience on their timeline. And eCommerce provides exactly that.

What can you do now to prepare for the automotive eCommerce revolution?

In the beginning as you work step-by-step from having a few digital retailing solutions toward being fully eCommerce enabled, it's essential to have a strong online presence. This may sound easy, but it involves more than you may think, and it's built **brick-by-brick, step-by-step.**

Sure, this strategy includes setting up a high functioning easy-to-navigate website, creating a social media presence, and using SEO and PPC, but it also includes building strategies around integrating eCommerce technology into your business plan and timeline as it is adopted within your business and how you'll market it. When you **plan for the shift**, it will make it easier for you to track customer preferences and trends if you make it possible for your customers to browse and buy vehicles directly from your site.



As You Plan Your Step-by-Step, Evaluate if Your Dealership Is Ready to Successfully Step into the Future of eCommerce with these Essentials:

- An integrated strategy
- An optimized operating model
- High-caliber talent that understands eCommerce
- Advanced technology in place
- A committed leadership team

The Successful Dealers Plan:

Plan How You'll Stair Step Your Digital Retailing into the eCommerce Future Knocking on Your Front Door

Take this short **assessment** to determine how ready your dealership is to include an ecommerce sales channel.

Dealers using Cox Automotive Ecommerce have generated ~52% of their ecommerce sales from consumers shopping beyond their traditional purchase area (average miles consumers travel to buy is 65 miles)

The automotive industry is on the cusp of a revolution, and working toward stair stepping your **digital retailing into eCommerce** is at the forefront of this change. By creating an online presence and integrating eCommerce technology into your business model, then supporting it with a thought-out marketing and consumer educational plan, you can ensure that you're prepared for the future of the automotive industry.

Reshaping is happening, and will continue to happen to the auto purchase process. And as times and consumer preferences change, **so must your business plans and strategy**. When you leverage the power of mixing, matching and modernizing your digital retailing toward full eCommerce capabilities, you'll not only reach more customers and streamline operations, but you'll also have the ability to unlock the potential for your business's future success.

Step-by-Step for the Road Forward:

In today's fast-paced online world, it's important to focus your marketing and ad dollars on quality leads. [Autotrader](#) provides you with qualified leads for people who want cars. We have the data that connects and activates your data, and we have the shoppers. We know what they want, and our goal is to match them with our dealer partners, driving quality leads and delivering a 35% higher gross profit on average. We connect you with customers virtually, to move shoppers to you, so that you can focus on building and letting your brand shine.

It's important to remember that having an effective digital marketing and advertising strategy is the entry point to digital retailing. Dealer.com Advertising delivers data-driven, intelligent advertising for your dealership, creating a 28% increase in total advertising leads. Own the moments that matter most for your customers at every step of the shopping journey with [Dealer.com](#) Advertising.

And if your plans or current business and marketing strategies include capturing and transacting the deal online, retailers utilizing [Cox Automotive Ecommerce](#) are gaining market share by giving digital savvy shoppers the car buying experience they want. This solution transforms the deal process and provides a self-guided experience for shoppers who are ready to buy online today.

Put the Power of Cox Automotive to Work For You

Cox Automotive has the most connected and comprehensive view of the automotive industry and offers unmatched data and insights into consumer behavior, automotive trends, and operational best practices. Whatever your goals, we can help you get there faster to stay a step ahead and successful in today's marketplace.

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