



Dealer.com
by Cox Automotive



GM

WHY DEALER.COM?

Built to Perform. Powered by Experts.

Turn more browsers into buyers with a website built for speed, optimized to convert, and backed by people.

The Dealer.com Platform

Bring ready-to-buy shoppers to your site, keep them engaged with personalized, data-driven experiences, and convert them with seamless digital retailing tools. With industry-leading speed, modern designs and expert support, your team will spend less time chasing leads—and more time closing them.

Why Dealers Choose Dealer.com

Our People

- Expert Performance Managers and responsive tech support ensure your site performs at its best—backed by a team that knows automotive.

Unmatched Speed

- Deliver faster experiences—3.4x faster than the leading competitor, with a 35% boost in Google Lighthouse scores¹ that keep buyers engaged.

Modern, Mobile-First Design

- Showcase your brand with sleek, responsive templates that shape perception and drive trust.

Experience Optimization – AI-Powered Personalization

- Leverage exclusive Cox Automotive data to deliver tailored, specials and promotions—doubling VDP views and increasing lead submissions by 81%.²

Seamless Digital Retailing

- Move ready-to-buy shoppers through the purchase path with tools that help you close leads at a 72% higher rate.³

Real-Time Optimization

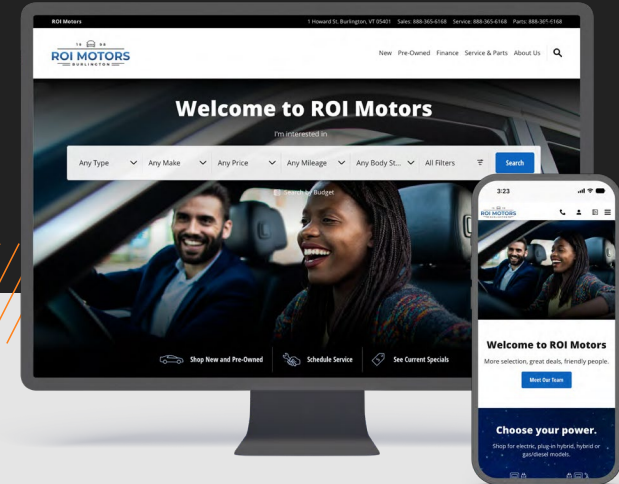
- Get instant, prioritized recommendations to improve site speed—directly within the CMS—no guess work required.

Proven SEO and Content Services

- Increase organic traffic with expert-managed strategies—yielding up to 55% more lead forms and 25% more VDP views.⁴

CRM Compatible

- Dealer.com works with the tools you already use—easily connecting with any automotive CRM to streamline lead management and accelerate follow-up.



Unbeatable Speed

3.4x

faster than the leading competitor¹

More Leads

81%

greater lead submission rate²

In-House Support

94%

call center client satisfaction rating⁵



Connected Across Cox Automotive

Dealer.com connects with the powerful ecosystem of retail solutions from Cox Automotive, including Autotrader®, Kelley Blue Book®, vAuto®, Dealertrack®, VinSolutions and Xtime.



Get the Advantage GM

GM dealerships on Dealer.com drove

40%
more monthly leads

than dealers on other
website providers⁶

1. Pulled from Google Lighthouse 04/22/24 and looked at the 30 days prior comparing Dealer.com websites average scores to top 10 competitors.
2. Statistics based on 9,059 Dealers that have utilized Modern Specials, comparing shoppers that only saw Personalized Specials Impressions vs shoppers that only saw Non-Personalized Specials impressions from 10/01/2024 – 03/31/2025.
3. Lead to Close Analysis comparison versus other internet leads. Data sourced from VinSolutions CRM dealers from December 1, 2024 – July 1, 2025.
4. Based on a study conducted by Cox Automotive Dealer.com that compared the organic traffic performance of 2,765 franchise dealerships using Core SEO to 855 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period, which spanned from June to August 2025.
5. Cox Automotive Data – Dealer.com Agent Call Center Overall Satisfaction Survey Scores pulled from Medallia (Aggregate YTD Monthly January – May 2025)
6. Based on a study conducted by Cox Automotive, comparing 337 Dealer.com GM clients' average monthly dealership website leads per dealer vs competitor website providers average monthly leads per dealer from January 2025 – July 2025. Sourced from VinSolutionsCRM