

DEALER.COM

Making Deals HAS NEVER BEEN Easier.



Guide the digital retail experience and
earn 35% higher gross profit per lead.

After comprehensive research and rigorous testing, Dealer.com has released an all-new Digital Retailing experience that guides shoppers through the purchase of their next vehicle. The platform's flexible, intuitive workflow saves keystrokes, minimizes back and forth, and benefits consumers and dealers alike. Shoppers have responded strongly and favorably to this new experience.

- Dealers testing the new Digital Retailing UI over a 90-day period averaged **26% higher conversion rates** than dealers using the legacy experience during the same time period.
- Dealers averaged **88% more deals submitted** during testing, resulting in about 15 additional deals per month on average.

A successful Digital Retailing solution provides consumers with the individualized car buying information they need to confidently build accurate deals that close at a higher rate. It also creates higher front- and back-end gross profits, while facilitating a shopping experience that produces repeat, lifetime customers. With so much at stake, dealers need a solution with proven performance.

More dealerships use Cox Automotive's Digital Retailing solutions than that of any other automotive technology company in the world. These tools are trusted by more than 7,100 dealerships*, endorsed by more than 30 leading manufacturers, and leverage deep insights from Dealer.com's products and partners.

**Total Digital Retailing Packages across dealer websites and listings after deduplication.*

1. Conversion Rate, Lead Performance, and Lead Quality were studied across 120 participating dealerships during four 90-day Beta Testing Periods beginning May 4, 2020, and ending October 8, 2020. Performance differences were averaged and compared to all Digital Retailing subscribers using the legacy experience during the same time period.

So, what is significant about the new Dealer.com DIGITAL RETAILING design?

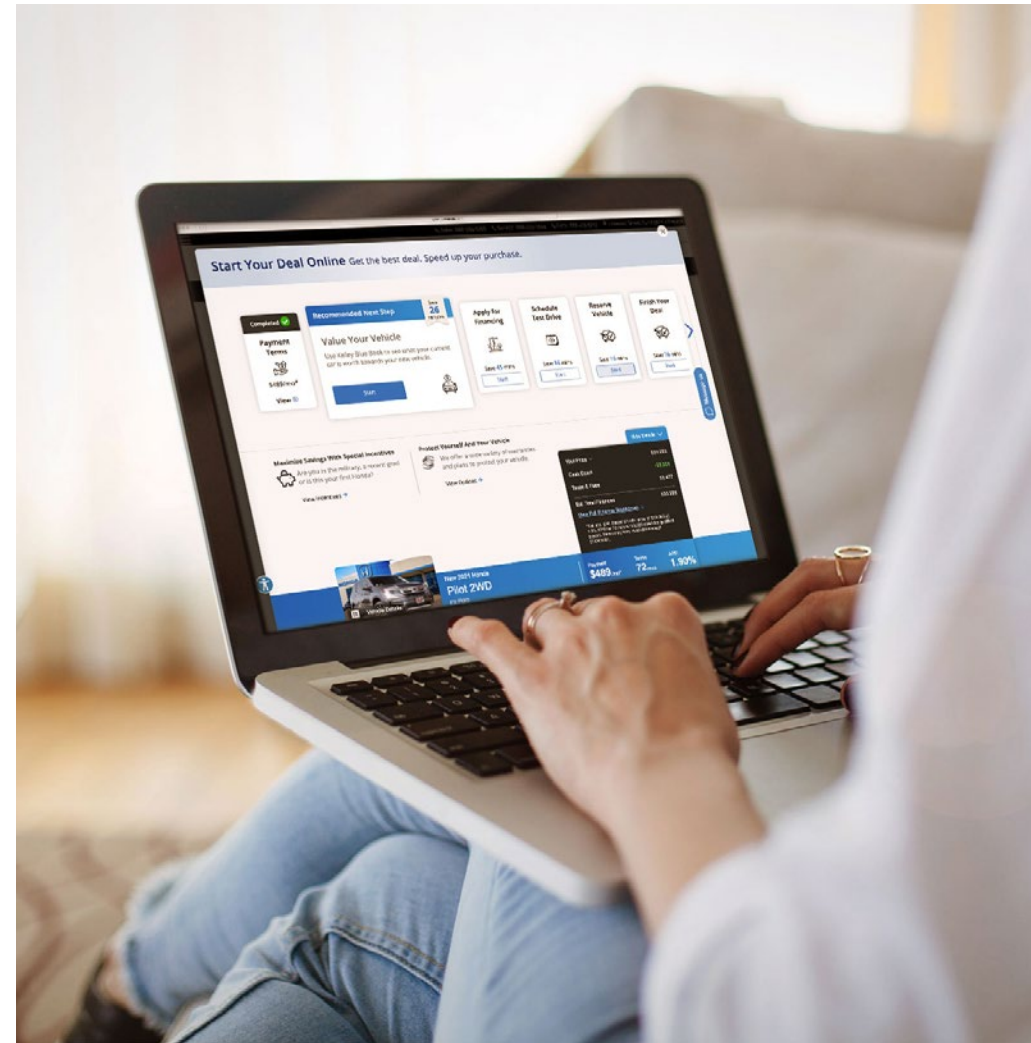
The new experience simplifies the sales process for both dealers and consumers, driving more leads and conversions and resulting in more profit potential for dealers. With dedicated expertise and support, dealers can easily incorporate these tools into their sales process and are set for success from day one.

Beyond increasing leads and opportunities through a dealership's Digital Storefront, this solution offers the flexibility to operate effectively in combination with a dealership's existing technology and processes. Dealers partnered with Cox Automotive will find the new experience supports more integrated features that make selling a car easier, including:

- Deeper integrations with **VinSolutions Connect CRM** for greater sales efficiency and relevance
- Trade valuations from **Kelley Blue Book Instant Cash Offer**
- Integrated online credit applications with the latest **Dealertrack technologies**

The PROOF is in the PERFORMANCE.

Drive more qualified, higher converting sales leads and higher gross profits by connecting with consumers as they begin the car buying process. With Cox Automotive Digital Retailing, deals can start right from your Digital Storefront, as you give consumers the flexibility to choose their preferred path-to-purchase, to self-educate, and initiate the car buying process—all while building trust and transparency from the outset.



5X

MORE LIKELY TO SUBMIT A LEAD¹

46.4%

HIGHER CLOSE RATE THAN OTHER LEAD SOURCES²

35%

HIGHER GROSS PROFIT PER LEAD³

24%

HIGHER GROSS PROFIT PER DEAL³

1. Comparison of visits with vs. without Digital Retailing activities, Dealer.com hosted websites. Sessions with Digital Retailing activity, on average, visit 1.5 more VDP, 5.5 more pages, and are 5 times more likely to submit a form than sessions that view a VDP but do not have any Digital Retailing activity. Data from Jun–Dec 31, 2020.

2. Cox Automotive Product Analytics. Cox Automotive Digital Retailing Lead to Close Analysis using VinSolutions sales data. Cox Automotive Digital Retailing leads saw 46.4% higher conversion than non-Cox Automotive Digital Retailing leads across AT/KBB and dealer websites combined. Data from Jan 1–Dec 1, 2020.

3. Cox Automotive Product Analytics. Cox Automotive Digital Retailing Lead to Close Analysis using VinSolutions sales data for period from Jan 1–Dec 1, 2020.

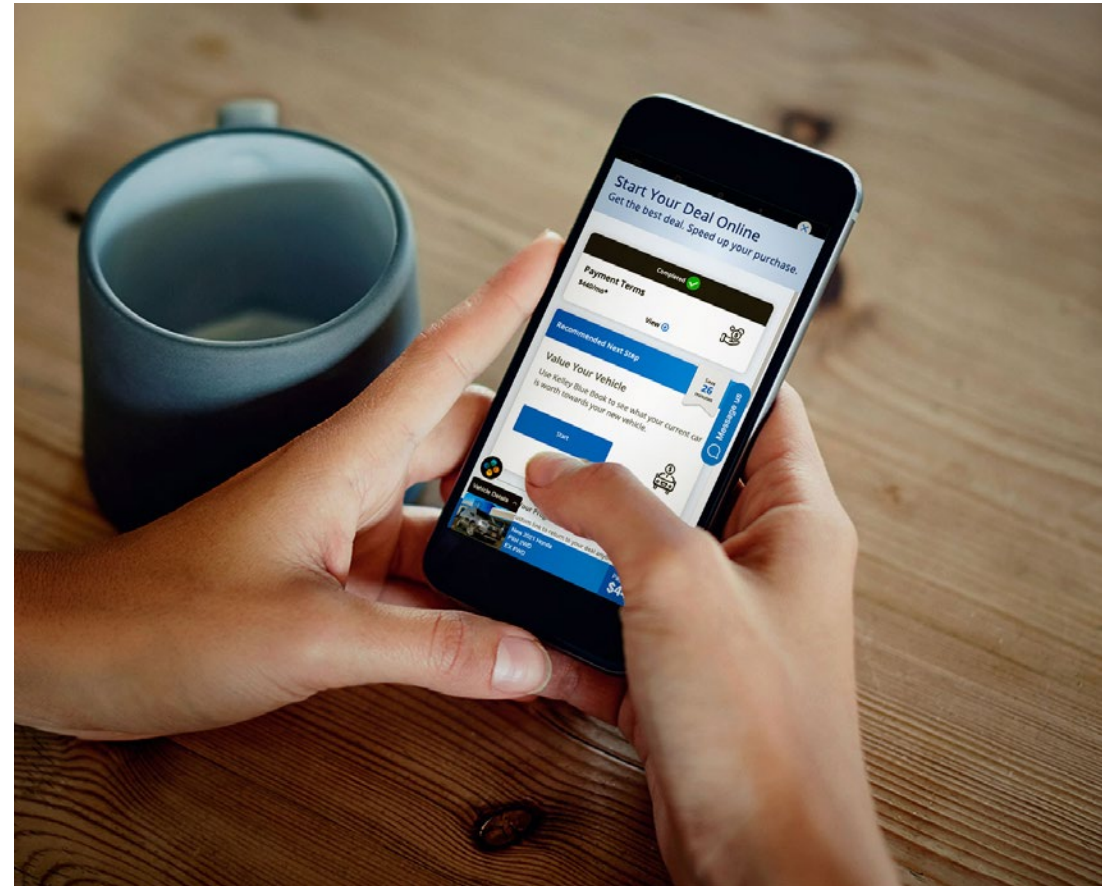
DEALER FEEDBACK

See what dealers are saying about the all-new Dealer.com Digital Retailing experience.

“We have been a beta tester for the digital retailing solution developed by Cox Automotive since its inception, and I am a true fan. For us, it works perfectly and, better yet, they are always making key improvements. They eliminate clutter and make updates that truly matter.”

“The shopper can pick and choose whatever path they want to take. If they go through each box, we have 99% of the information we need for the sale. The payments that are presented to shoppers are super accurate, and our form completions on the back end are up almost 50%.”

**COLE FRANKMAN, CHIEF OPERATING OFFICER
FRANKMAN MOTOR COMPANY**



GUIDE THE RETAIL EXPERIENCE TO GROW LEADS

Learn more about the [new Dealer.com Digital Retailing experience](#) and talk with your Performance Manager about how recent innovations will transform your dealership's selling process, opportunity pipeline and path for growth.