

**The DEP website platform was created with a unique, customer-centric design and rock-solid, built-in SEO to increase conversion from all traffic channels. All features, from navigation to image optimization, were built on DEP's responsive website technology to give consumers the fastest, easiest, and most intuitive car-buying experience. DEP developed their website platform from the ground up and claim to be the only company in the industry that utilizes Responsive Server Side (RESS) websites. RESS design ensures that a dealer's website functions perfectly on any device; desktop, tablet, mobile phone, or even a gaming console. With a true RESS site, everything from vehicle photos to third-party plugins become optimized for speed, giving car buyers a fluid experience across all platforms.**

**A critical problem that DEP solves for dealers is their report that shows the dealer which merchandising components and features of their website sell the most cars. Pair that with a complete attribution model (CARoi) and the dealer will always know where their sales and profit are coming from**

#### **The Problem:**

Websites are the workhorse for auto dealers. The best websites entice, engage, and convert the shopper as they surf through the many automotive shopping resources on the internet. Dealers have lots of demands: speed, security, high conversions, flexibility, customization, personalization, AND they also want to know what is working and what's not working. Where are the sales and profits being generated on the website and where is money being wasted?

#### **How It Works:**

Having experience with 36 different OEM brands, DEP has developed and integrated a wide variety of tools and systems into their websites - all to provide great experiences for auto shoppers. This integrated digital ecosystem works to ensure that the website performs seamlessly. The goals of DEP developers include new ways to connect and engage shoppers to keep them on the website using tools such as: eCreditApp, CARoi, eAutoAppraise, SARA -Digital Retailing, Virtual Service Consultant, eCall call tracking, Inventory Management, Parts Catalog, and more.

## **US Websites**

# **Responsive Websites**

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**Modern website designs combined with data-driven design components enable DEP to claim they are the highest converting automotive website platform in the U.S.**



*"We enjoy more quality leads from our website and depend less on third-party vendors than ever before; the back-end platform is easy to work with and the customer service is #1."*

Frank Davis  
Marketing Director  
WnK Auto Group

**DEP**  
**DEALER ePROCESS**  
**[www.DealereProcess.com](http://www.DealereProcess.com)**

*"Dealer eProcess brings a complete digital ecosystem that goes beyond just a website. This allows dealers to offer the very best in shopper experience, engagement and data insight so dealers can succeed in 2020."*

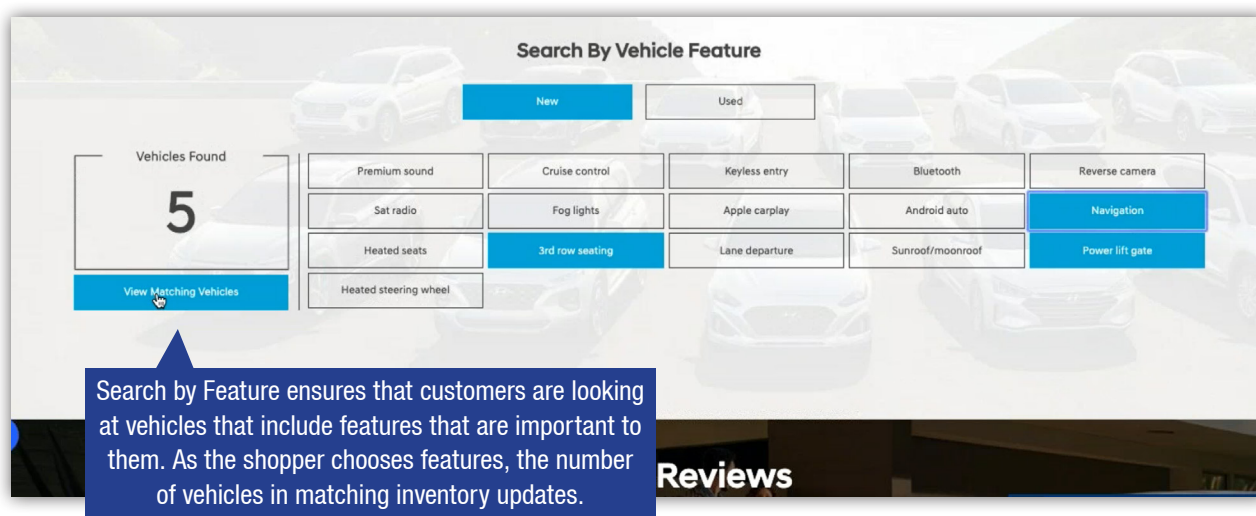
Joel Matteson  
Director of National Sales  
Dealer eProcess

Dealers who prefer other third-party tools will be pleased to know that DEP supports all popular software tools. DEP has worked to consistently improve their designs – homepage, SRPs, and VDPs – to increase lead conversions. The objective on the homepage is to allow the shopper to delve deep into the website to get the information they want with the fewest clicks possible. By using shopper and customer data, DEP is personalizing each visit to be relevant to the customer's needs – identifying the most likely vehicle or service they are in the market for. Websites are very complex and ever-changing tools that must be monitored and managed and the new InSites1 Dashboard has been designed to analyze the activity on the site and boil it down to what's happening that's good, what's not so good, and what needs to be fixed. It's a one-stop shop for information to help the dealer grow website productivity.

**Modern Data-Driven Design.** With thousands of combinations of DEP's design elements at their disposal, dealers can elect to interchange headers, add scrolling banners, include any customized CTAs, and rearrange any website components. To make sure that any design they choose functions optimally, DEP data tests every element to ensure that excellence in performance is achieved on mobile and on desktop, no matter which design is configured.

**Cutting Edge Homepage Offers Keyword Search.** Simple and easy navigation is enhanced through Keyword Search. The entire website is indexed to provide shoppers with links, not only to new and used vehicles, but to articles, service coupons, comparison tools, videos, and testimonials. They are provided with all viewing options that match their search.

**Menus for Vehicle Navigation.** Most providers have a drop-down menu with links. DEP instead displays all new vehicles shown by individual model and the number of vehicles in stock. With a single click, the shopper can be browsing the correct inventory with access to shopping and research tools.



**SRP.** In growing numbers, consumers are using their mobile devices to shop for cars. Simplifying their search and reducing the number of clicks they are required to make is critical to retaining their attention. With that in mind, DEP has redesigned the SRP to offer as much functionality as possible in order to convert more web traffic.

**Download the vehicle brochure or elect to watch videos.**

**Choose vehicles for side-by-side comparisons.**

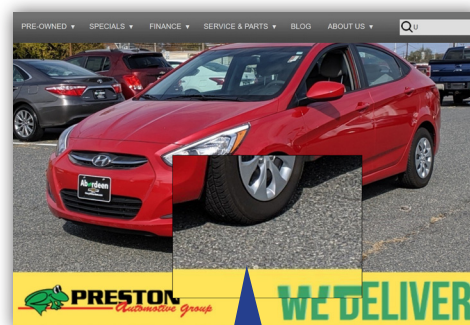
**Pricing calculations with disclaimers.**

**Customize the CTA buttons.**

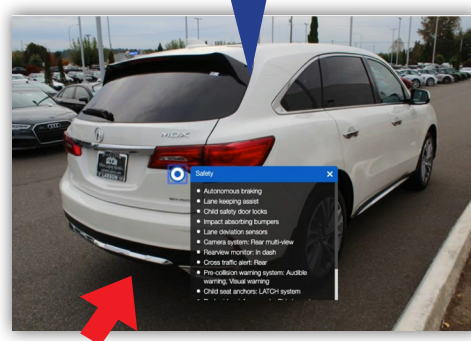
**Large HD photos can be scrolled or shown in a gallery.**

**On the SRP,** shoppers can scroll through the photos on any vehicle to see what they like. With other website providers, they are typically required to go back and forth from the VDP to the SRP if they want to view photos of a different vehicle. With DEP, they can easily compare and eliminate vehicles by scrolling. CTAs listed on the SRP – Get ePrice, schedule test drive, get pre-approved, value your trade – all of these entry points are increasing the leads from the SRP. 80% of DEP websites are receiving the lion's share of leads from their SRP interactions instead of VDPs.

**Hot Spots & HyperZoom.** Scrolling over the VDP photo provides key information: towing package, fuel economy, sound system, driver assist, etc. Shown here are the Safety features Hot Spot (see red arrow). The OEM specifications are provided and displayed in a more immersive experience. The dealer can also provide customizable Hot Spots in the case of aftermarket products such as lift, wheels, tires, performance upgrades, stereo system, etc. HyperZoom allows the shopper to zoom in on any feature; especially helpful to those in the used car market who want to closely inspect the vehicle.



4K photos feature HyperZoom (above) and Hot Spots (below) that includes 360° interior and exterior views on new and pre-owned vehicles.



**Vehicle Details Page.** For the customer that wants to take a closer look at a vehicle, a comprehensive VDP has been designed. A shopper on the VDP is looking for information beyond the basic 'VIN details' of that car, and now they can dive deeper; looking at the vehicle's green score rating, awards, safety crash test ratings, window sticker, warranty information, and other third-party data about the vehicle. The VDP also displays available incentives and special offers. Important to today's shoppers, testimonials are now included on the VDP, pulled from 14 different review sites.

**New 2020 Toyota Corolla LE in Lisle, IL** 888-888-1234

Call 866-311-2174

MSRP \$22,404

[Get ePrice](#) [Reserve Car](#)

**Vehicle Details**

Mileage	3
Trim	LE
Stock #	TN11452
VIN	5YVFPRAEDUP032486
Exterior Color	Barcelona Red Metallic
Interior Color	All Black Fabric
Gas Mileage	City 30 Hwy 39
Doors	4
Passengers	5
Engine	Regular Unleaded I-4 1.8 L/110
Transmission	Continuously Variable Transmission
Drivetrain	FWD

**Installed Options**

50 State Emissions	N/A
All-Weather Floor Liner Package	\$249
LE Convenience Package	\$1150

**Currently Viewing**

New 2020 Toyota Corolla LE  
Mileage: 3  
MSRP \$22,404  
[Get ePrice](#)

**Description**

This Toyota Corolla will provide you with great gas mileage and a little sportiness to go along with it! Terrific commuter car! Call Anderson Toyota in Rockford, IL at 815-397-8995 to schedule your test-drive. We can even bring this vehicle to you, just contact us to make arrangements. We make...

**POPULAR ACCESSORIES**

Paint Protection Film for	Body Side Molding Classic
PT00712191 PRICE: \$485.00	PT26A1219001 PRICE: \$165.00
Body Side Molding Galactic	Coin Holder/Ashtray Cup
PT26A1219013 PRICE: \$165.00	24101A0116 PRICE: \$17.00
Mudguards Front and Rear	Rear Window Spoiler
PK0091300071 PRICE: \$65.00	PT26A1219012 PRICE: \$350.00

Large HD photos can be scrolled or shown in a gallery.

Vehicle's details and installed options.

Accessories for the vehicle can be researched and added to the monthly payment.

**Website Personalization.** As consumers shop through the website, algorithms are recording the sales or service links they choose or vehicles they view. Subsequently, the on-site merchandising they are served is updated in real time to be as relevant as possible. If certain keywords have been searched, those are reserved as "SmartSearch" suggestions when the shopper returns to the homepage. Homepage banners are dynamically optimized. The searched inventory is also integrated into the chat window, stored as a 'virtual garage' and easily accessible by the customer and the chat agent for pricing and availability. Personalization allows the dealer to use data as an advantage to help win the shopper.



**TOYOTA** Toyota Of Anytown

New Vehicles ▾ Pre-Owned Vehicles ▾ Specials & Incentives ▾ Research & Shopping Tools ▾ Service ▴

Service Specials

### ToyotaCare

**NO-COST SERVICE & ROADSIDE ASSISTANCE**

Every new Toyota lease or purchase includes recommended maintenance and 24-hour roadside assistance for 2 years or 25,000 miles.

\*ToyotaCare covers normal factory scheduled maintenance for 2 years or 25,000 miles, whichever comes first. 24-hour roadside assistance is also included for 2 years, regardless of mileage. See Toyota dealer for details and exclusions. Valid only in the continental U.S. and Alaska.

### UP TO A \$100 REBATE

**Up to a \$100 Rebate**

The best way to Keep Your Toyota a Toyota is with tires matched exactly for your Toyota! Visit [www.toyotatirecenter.com](http://www.toyotatirecenter.com) for details and instructions on redeeming this offer.

Restrictions apply. Toyota & Scion vehicles only. See participating dealer for details. Manufacturer incentives are for informational purpose only. They are subject to change without notice, and are not within Toyota's control.

### TOYOTA ALL WEATHER FLOOR MATS

**Toyota All Weather Floor Mats**

**\$10 OFF\* Toyota All Weather Floor Mats**

\$10 OFF\* Toyota All Weather Floor Mats

Toyotas only. If discount applies, it will be taken off the regular posted price. Must present coupon when order is written. Plus tax and shop supplies. Not valid with any other offer. Over-the-counter purchases only. Installation not included. Prior sales excluded. Offer expires 12/31/18

Service coupons are served to the consumer searching for service and can be saved to their smart device. Service links provide additional details the shopper may be looking for.

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**ADA Compliant.** DEP builds and maintains ADA compliant websites following all of the suggested WCAG 2.1 guidelines. Scans occur on a continuous basis to ensure that any new content the dealer or a third-party adds is compliant. As lawsuits become more frequent, OEMs are requiring that websites are compliant or working towards becoming compliant.

**InSites1.** NEW. In one consolidated view, the InSites1 dashboard compiles data from Google Analytics, Google Ads, the dealer's DMS, inventory feeds, third-party lead generating tools, as well as from the dealer's website so that it is easy to analyze leads, visitors, page views, paid search, vehicle sales, gross profit, and much more. Data can be broken down month-by-month or analyzed year-over-year.

Select Months	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019
<b>Vehicle Sales</b>														
New Vehicle Sales	45	47	48	34	33	51	42	51	53	50	62	51	43	0
New Vehicle Leases	7	6	7	4	10	10	9	5	9	5	4	2	6	0
Used Vehicle Sales	47	48	48	43	45	45	48	52	47	55	52	40	46	0
Total Sales	99	101	103	81	88	106	99	108	109	110	118	93	95	0
Total Gross Profit - New Sales	\$115,808	\$105,130	\$127,985	\$102,013	\$115,071	\$114,253	\$95,258	\$182,450	\$121,767	\$100,740	\$160,493	\$89,764	\$130,540	\$0
Total Gross Profit - Leases	\$2,824	\$24,738	\$8,242	\$7,535	\$11,118	\$11,513	\$9,777	\$-3,266	\$6,291	\$7,290	\$-1,062	\$1,389	\$322	\$0
Total Gross Profit - Used Sales	\$91,785	\$68,361	\$99,913	\$101,254	\$89,165	\$79,360	\$92,070	\$86,730	\$85,151	\$115,611	\$87,074	\$79,608	\$97,500	\$0
Total Gross Profit - All Sales	\$210,419	\$198,429	\$236,139	\$210,803	\$215,355	\$205,127	\$197,106	\$267,913	\$213,209	\$223,642	\$247,405	\$170,762	\$228,363	\$0
<b>Digital Advertising Spend</b>														
Total Spend	\$19,397.81	\$18,104.32	\$19,387.06	\$19,075.56	\$15,300.89	\$14,419.95	\$7,661.02	\$8,955.45	\$7,074.59	\$8,217.81	\$8,171.53	\$8,294.95	\$8,741.10	\$1,220.03
Adwords	\$11,742.41	\$10,263.51	\$11,760.16	\$11,554.78	\$7,982.31	\$6,939.38	\$6,396.08	\$7,884.79	\$5,705.58	\$7,213.19	\$7,178.87	\$7,280.33	\$7,456.75	\$1,048.36
Bing	\$1,084.40	\$1,077.35	\$1,079.11	\$989.35	\$852.83	\$967.82	\$961.95	\$763.33	\$598.51	\$1,004.62	\$992.66	\$1,014.62	\$991.69	\$136.12
Latitudes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Facebook	\$371.00	\$763.46	\$547.79	\$531.43	\$465.75	\$512.75	\$302.99	\$307.33	\$770.50	\$0.00	\$0.00	\$0.00	\$292.66	\$35.55
AutoTrader	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
CarGurus	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Cars.com	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Pintrest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>All Lead Conversions</b>														
Total Leads	3258	3040	2543	3103	3045	3303	3089	2970	3085	3783	3518	2141	2198	486
+ Sales	2651	2533	2075	2555	2486	2712	2565	2384	2559	3098	3006	1706	1661	410
+ Service	463	400	370	445	452	506	398	484	454	576	410	352	428	65
+ Parts	58	46	48	64	55	41	70	43	30	49	59	46	72	8
+ Finance	63	49	47	34	42	39	42	53	34	49	34	32	29	1
+ General Inquiry	23	12	3	5	10	5	14	6	8	11	9	5	8	2
+ Body Shop	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Lead Conversion Tools</b>														
Lead Conversion Tools	34	45	34	41	34	25	28	28	26	48	31	31	34	3
EDCwebtop	38	30	28	16	22	15	26	16	18	24	23	22	21	0
ASARA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DEP	24	51	23	31	23	30	30	19	22	21	35	27	33	7
Dealer E Process Chat - AutoBot	19	16	0	7	11	19	16	8	9	8	7	10	8	1
	0	0	0	0	0	0	10	51	29	71	64	55	70	8

All of the information collected on the website is used to empower the BDC, sales, and service teams. Every shopper interaction - the links, tools, and vehicles they clicked on and their soft credit pull providing a look at current loans and payoffs - this information and more is used to help the dealership connect on a meaningful level.

**Data Shows What's Working and What's Not.** Dealers make so many changes on their site that it is hard to know exactly what tools are working best. July (the **blue arrow**) was the month that this dealer received the highest number of leads. By comparing months, the dealer can view individual channels, lead forms, etc. to see what is working now or what worked better previously and who the vendor was.

With InSites1, it is easy to compare the viability of third-party tools from past history. Having all of this information in one place makes it much more likely the dealer will take time to digest the information. In addition to Google Analytics results, InSites1 analyzes lead conversion tools; how many shoppers are engaging with the calculator, viewing the photo gallery, using Hot Spots, or watching videos. Maybe the problem with sales was actually tied to low inventory. All of this data is in one location and can be drilled into for details.

Select Months	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019
<b>DEP All Lead Conversions</b>														
Total Leads	3258	3040	2543	3103	3045	3303	3089	2970	3085	<b>3783</b>	3210	2141	2198	486
+ Sales	2651	2533	2075	2555	2486	2712	2565	2384	2559	<b>3098</b>	3006	1706	1661	410
+ Service	463	460	376	445	452	506	398	484	454	<b>576</b>	418	352	428	65
+ Parts	58	46	48	64	55	41	70	43	30	49	59	46	<b>72</b>	8
+ Finance	63	49	47	34	42	39	42	53	34	49	34	32	29	1
+ General Inquiry	23	12	3	5	10	5	14	6	8	11	9	5	8	2
+ Body Shop	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Lead Conversion Tools</b>														
SearchTop	34	45	34	41	34	25	28	28	26	<b>48</b>	31	31	34	3
SearchTop	38	30	28	16	22	15	26	16	18	24	23	22	21	0
SARA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SARA	24	<b>51</b>	23	31	23	30	30	19	22	21	35	27	33	7
DEP	19	16	0	7	11	<b>19</b>	16	8	9	8	7	10	8	1
Dealer E Process Chat - AutoBot	0	0	0	0	0	0	10	51	29	<b>71</b>	64	55	70	8
Dealer E Process Chat - AutoBot Hybrid	0	0	0	0	0	0	6	13	<b>15</b>	2	0	0	0	0
<b>Google Analytics Website Stats</b>														
Total Visitors	13,578	15,270	15,311	16,888	16,365	<b>18,452</b>	15,511	14,863	14,072	14,993	14,721	13,303	14,726	1,755
Unique Visitors	6,926	7,647	7,639	<b>8,906</b>	8,056	8,433	7,289	7,133	7,340	8,043	8,177	7,175	7,910	913
Page Views	53,381	58,002	53,417	53,135	54,454	<b>62,118</b>	54,194	53,465	52,854	55,972	56,827	51,032	53,617	6,538
Avg. Time On Page	01:03	01:07	<b>01:07</b>	01:02	01:02	01:00	00:57	00:56	00:57	00:57	00:56	00:56	01:00	01:01
Avg. Time On Site	04:12	<b>04:19</b>	03:57	03:17	03:29	03:26	03:24	03:23	03:37	03:36	03:42	03:39	03:41	03:52
Bounce Rate	21%	20%	28%	29%	29%	<b>33%</b>	31%	30%	31%	29%	28%	28%	29%	30%
+ Click To Call	125	127	139	113	126	<b>146</b>	138	131	98	113	105	121	97	9
<b>Visitors By Channel / Source</b>														
+ (Other)	847	1239	<b>1420</b>	877	627	692	162	487	487	556	472	331	437	43
+ Direct	<b>2519</b>	1970	1894	2039	1978	1890	2070	1870	1824	2064	1879	1771	2279	271
+ Display	998	1149	1041	1422	1348	<b>2896</b>	1976	1462	1350	1189	481	245	135	17
+ Organic Search	5214	5232	4579	4427	4525	5093	4544	4442	4939	<b>5271</b>	5243	4747	4801	541
+ Paid Search	3331	4948	5270	<b>7154</b>	6981	6848	5941	5887	4813	5182	5615	2835	3567	493
+ Referral	556	487	643	453	652	787	635	554	589	628	910	3310	<b>3359</b>	415

**Super Lead.** The information on the Super Lead is available via a hyperlink so the salesperson can click on it and easily view the information before they pick up the phone to call a shopper. They can take a different and more meaningful approach after seeing the cars being compared or the trade-in.

**Vehicles Viewed**

Lead ID #	Stock #	Year/Make/Model	Price	HRS
1054702	12345	2019 Volkswagen Jetta 1.4T S	17200.00	4
1054721	67890	2019 Volkswagen Jetta 1.4T SE	21474.00	2
1054803	11121	2019 Volkswagen Jetta 1.4T SE	20525.00	3
1054815	31415	2019 Volkswagen Tiguan 2.0T S	23450.00	1
1054818	16171	2019 Volkswagen Tiguan 2.0T S	18550.00	3

**Vehicle Trade Information**

Vehicle Year	2008	Condition	Good
Vehicle Make	Toyota	Options	5-Speed Manual
Vehicle Model	Corolla		Remote Start
Vehicle Trim	LE		Aluminum Wheels
Valuation	4695.00		Blindspot Warning
VIN	3FADP0G07HR328321		Sun Roof
Mileage	84000		

**Trade In Details**

Approx. Vehicle Value: **\$4,695**

Vehicle Equity: **\$2,500**

**VIEW TRADE INFO**

**SARA Customer Deal Details**

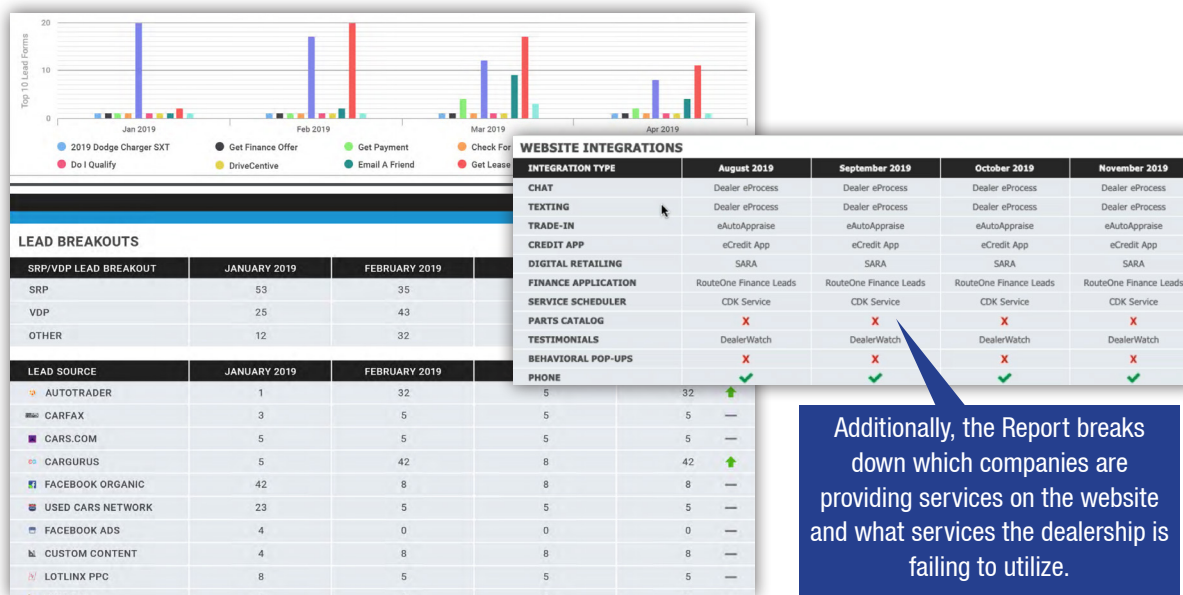
Payment Method	Terms
Purchase	60 Months
	3.9% APR Financing
Payment	Financed Through
<b>\$188</b>	<b>allv</b>

**eCreditapp Customer Score Card**

New Vehicle	Used Vehicle	Certified Vehicle
Offer Up To <b>\$25,000</b>	Up To <b>\$25,000</b>	Up To <b>\$25,000</b>
As Low As <b>3.9% APR</b>	As Low As <b>3.9% APR</b>	As Low As <b>3.9% APR</b>

Here are all of the vehicles that Joe Johnson has viewed, which one he submitted the lead on, his trade-in value and equity, his credit worthiness, and the deal he put together on SARA – the digital retailing tool.

**Create a Dealer Report.** Within the dashboard, it's easy to create this 4-month snapshot of website analytics containing page views, average time-on-site, bounce rate, visitor by channel/source, lead data, and lead breakouts. It's an easy printout for end-of-the-month report needs. The Dealer Report also is automatically sent to the dealer each month to give a broad overview of their InSites1 reporting and more.



**AutoBot** features artificial intelligence that conducts a conversation on behalf of the dealer. Answers are programmable so dealers can ensure consistency and accuracy with the responses. DEP's AutoBot provides high levels of customer engagement and satisfaction. If the shopper has a detailed question, they can click over to Live Support. Co-managed AutoBot allows dealership personnel to jump into the conversation at any time to take over. (Facebook Messenger & Marketplace Chats included)

**Dealer Support is Priority #1.** DEP's robust, proprietary technology builds a powerful and effective website but it's the close partnership and responsive dealer support that is forefront for them. They provide one contact for all of the dealer's DEP products. With extended support hours, it's a service-first culture providing 97.6% first-time fix accuracy with 96% of tickets completed in under 24 hours and 52% in under two hours.

## What do dealers say about DEP Responsive Websites?

*"Dealer eProcess continues to grow the quality and quantity of opportunities that our group receives across all KPIs. Overall website, inventory tools, content pages, paid, social, trade, chat, and digital retailing are in a class of their own and allow us to dominate in all of our markets. CARoi and Insites1 are an essential piece of our monthly review and attribution analysis that allows us to increase our ROI year over year."*

**Dani Hart**  
Internet Sales & Marketing Director  
Pohanka Automotive Group