

Dealer Inspire was founded by a few dealers inspired to revolutionize automotive digital marketing. Their answer was to build an ecosystem of connected technologies that could follow the entire customer journey from search to signature. Features include: Wordpress-based CMS, SEO optimization, inventory system with advanced price and incentives configuration, responsive video, image, and content slider plugin, content creation and syndication tools, content personalization, conversational lead form integration, lightning results integrated with Online Shopper and Dealer Rater, search by payment and payment calculator, offers & incentives browser, fixed ops specials with Wallet integration, ROI dashboard and user tracking, and ADA compliance with AudioEye. Dealer Inspire has business relationships with 28 OEM partners.

The Problem:

Websites are very complex and need to rapidly adapt to changes in retail marketing and consumer behavior. There are so many moving parts, opportunities, and challenges that it is very hard to manage every aspect of operating an online business. While the right technology is critical, most dealers will reiterate the importance of having a responsive and talented support team for regular updates and improvements as well as 'emergency' website services.

How It Works:

The Dealer Inspire platform is designed to function as more than just a website. The components it offers bridge the gap from online to offline from website visitor to actual storefront customer. Each of the website technologies from lightning search, messaging, remarketing, personalization, and digital retailing solution - all are designed to connect the customer journey from search to signature. Designed fully responsive for the mobile user from day one, the Dealer Inspire website platform is dedicated to speed and usability; delivering results to the customer in milliseconds instead of seconds.

US Websites

Dealer Inspire Website Platform

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From search to signature, we innovate connected marketing and technology solutions that make automotive retail faster, easier, and smarter for both shoppers and dealers.



"They treat me like I am their only client - it's shockingly over-the-top. The idea brainstorming, candid interaction, and super-fast response they give me are so invaluable. Their creative is strong and my conversions have more than tripled!"

Gerald Gonzalves
General Manager
Jack Power CDJR

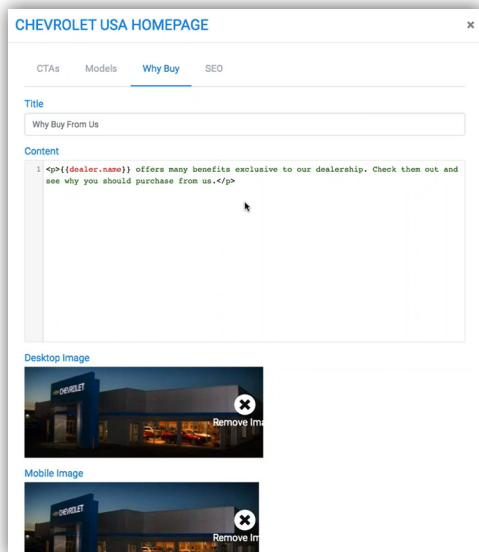


www.DealerInspire.com

"Everything we do is for dealer ROI. That's why, as a marketing agency, we first decided to build our website platform - to drive more sales, more efficiently - and that's still the motivation behind our relentless drive to innovate."

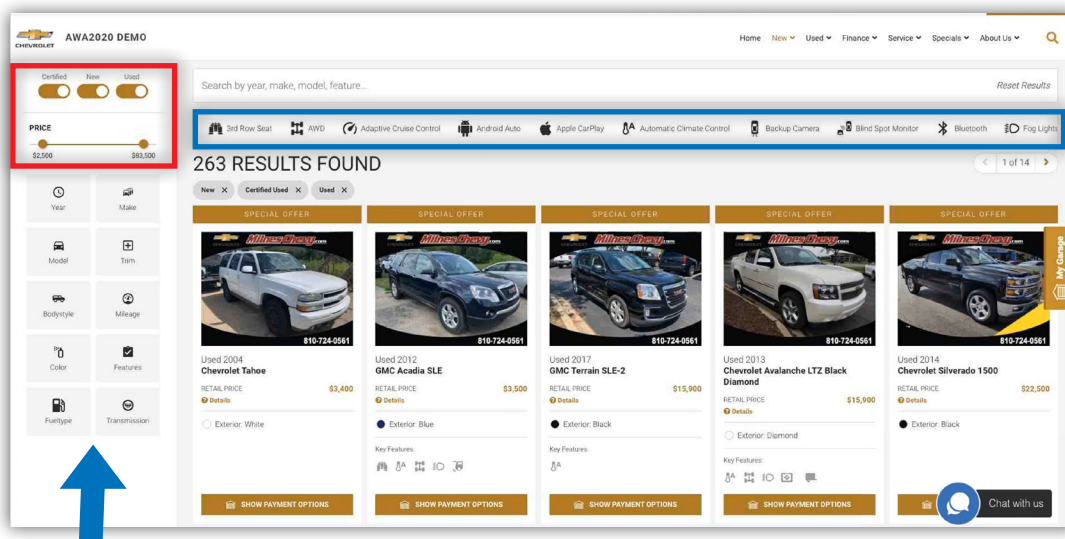
Joe Chura
CEO
Dealer Inspire

Modern Clean Design. Dealer Inspire websites are built with a clean modern design. Website designs are driven by years of data collected from consumers who are shopping online. Studying how real shoppers behave at scale by using analytics and heat maps, Dealer Inspire determines the most effective layout, style, and experience of the website. Dealers get the best results when they remove clutter and provide the consumer the clearest and fastest path to action, whether that's exploring payment options on their vehicle of interest, or simply scheduling a quick service appointment.



Visual Page Builder. NEW. In an effort to make pages highly configurable, Dealer Inspire has leveraged a new visual page editor that is powered by a library of widgets built with performance in mind. Dealers can change the device size and easily preview a page to see how elements respond. This gives dealers a visual way for them to access areas they want to change and make the updates themselves. Content management tools like these can be game changers, making editing and updating content such as CTAs, images, and data much easier.

Lightning InventorySM. Dealer Inspire websites are defined by speed in every regard, and the Lightning InventorySM drives shoppers towards a buying decision in milliseconds by delivering instant, relevant results with each letter typed or word spoken through voice search. On this Lightning Results Vehicle Page, the sidebar filters on the left are getting 10X the interaction of the search bar. Typing in the search bar will begin to eliminate inventory as the shopper hits each keystroke. Shoppers can toggle off used or certified pre-owned vehicles from their search and can also use the price slider to be more specific about their budget (see red box). The blue arrow indicates an easy tool for filtering inventory to find the vehicle that meets the shopper's needs. They can further search by feature selecting from the scroll bar across the top of the page (see blue box).



VDP. Featuring big pictures that are easy to click through, this VDP makes it easy for the consumer to see what's included on this vehicle. Scrolling down, the shopper can choose to select the salesperson they would like to work with, taking them one step closer to making a purchase decision. Proprietary messaging and digital retailing technologies are built into the website platform. A static lead form is no longer effective; the chat bot is going to walk the shopper through the experience, step-by-step, and gather critical information along the way.

360° spins and video are also served on the VDP to further engage the shopper.

Creating urgency for the shopper.

A bot answers questions and collects data instead of a static form fill.

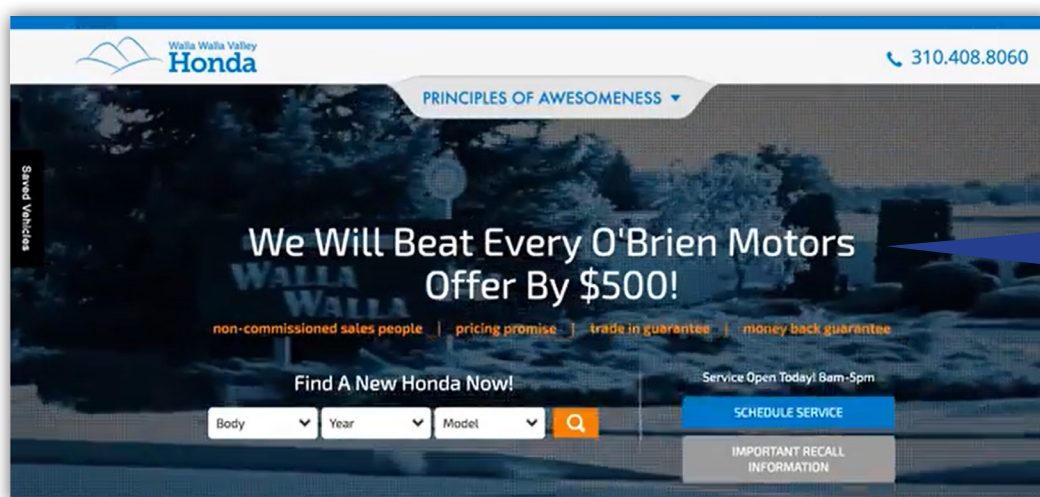
Integrations. There are multiple areas where integration plays a key role. Online Shopper is activated within the VDP when the consumer clicks on 'Show Payment Options.' DI's Conversations plays a critical role as their bot replaces the standard lead form. *I'm here and ready to help.* Quick responses are supplied to shopper questions. Trickle throughout the inventory experience, this seamless integration with Online Shopper and Conversations provides a robust interface with the consumer.

Personalization. Personalized sliders are served on the homepage based on the shopper's model of interest which they have been viewing or searching. When the shopper returns to the website, they will be recognized, and the messaging will automatically adapt to their shopping history. The dealer's website can also personalize messaging based on the shopper's location. Specials are easily served up to a consumer based on their behavior.

This slider would be prioritized for a shopper who had previously searched for Tahoe Premiers.

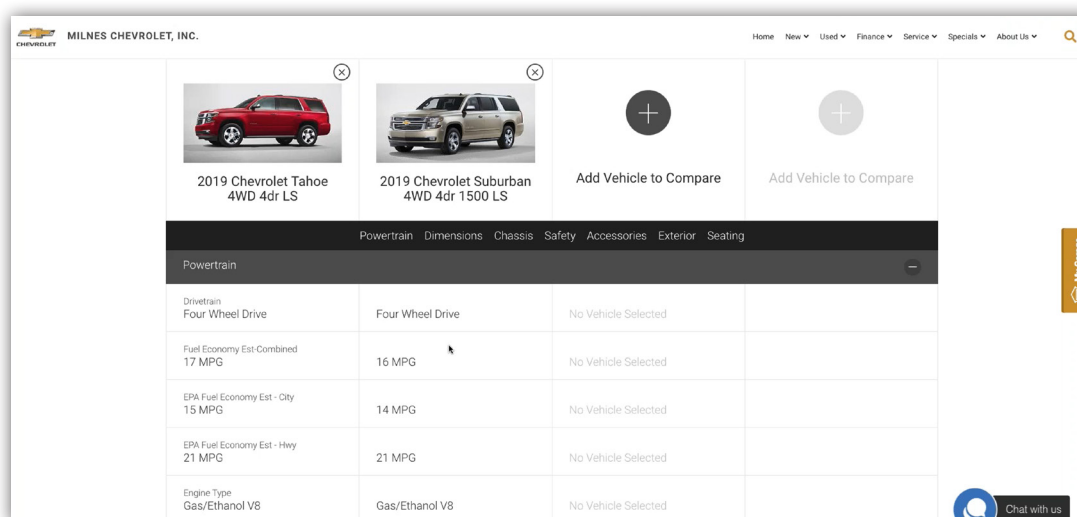
Prioritization Views. NEW. Dealer Inspire's data science team has combined data leveraged from a shopper's cars.com viewing history, further increasing the relevancy of the personalized content. As opposed to serving up the shopper's last view, Dealer Inspire will consider the number of times a vehicle was viewed. If the shopper looked at Chevy Tahoes 20 times and also looked at Suburbans, but only 4 times, it will evaluate that information as it serves personalized content.

Using Personalizer. Websites can be dynamically adapted for each individual visitor based on their shopping intent and their precise location - down to the competitor's showroom floor. The dealer can type in their customized messaging, select offers and creative, and drag and drop their rule choices. It's a simple 60-second process. For example, dealers could configure Personalizer to display lease offers on previously viewed models, or they could draw a square around the competitor's lot and deliver a message to someone shopping the competition.



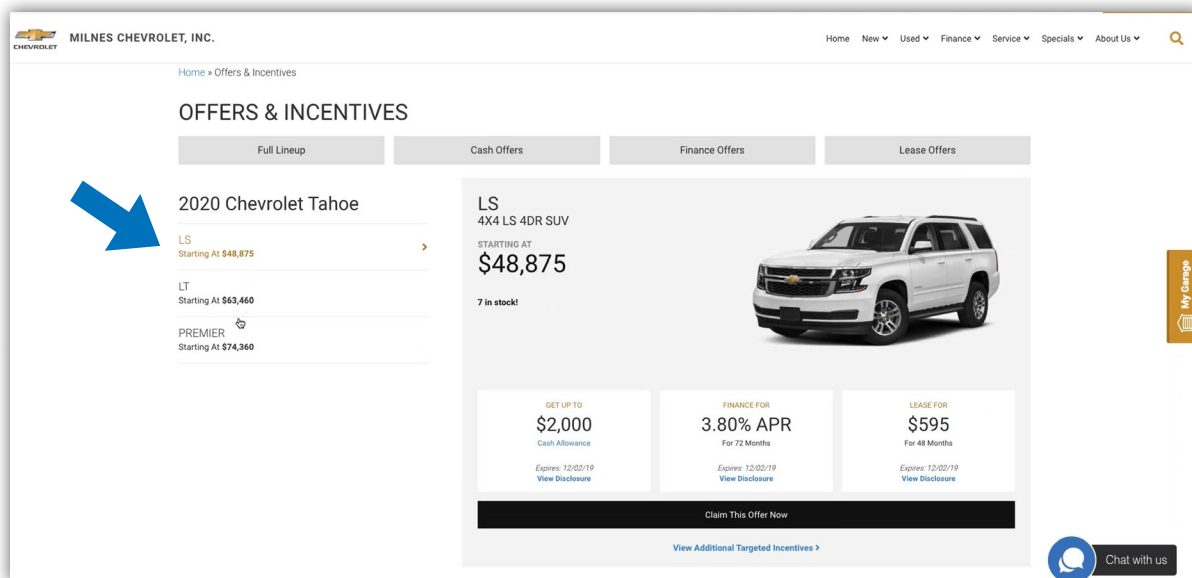
A timely message can be delivered to a consumer who is shopping the competition to help win the business.

Side-by-Side Comparison Tool. Most digital retailing technologies only allow the shopper to consider one vehicle at a time and they have to keep starting this process over in order to compare the results against other vehicles. That process inflates the CRM with multiple leads from the same shopper. The new Dealer Inspire comparison tool gives the consumer the ability to compare and shop four vehicles and multiple payment options.



By creating a personal garage, the shopper can return anytime via their text number.

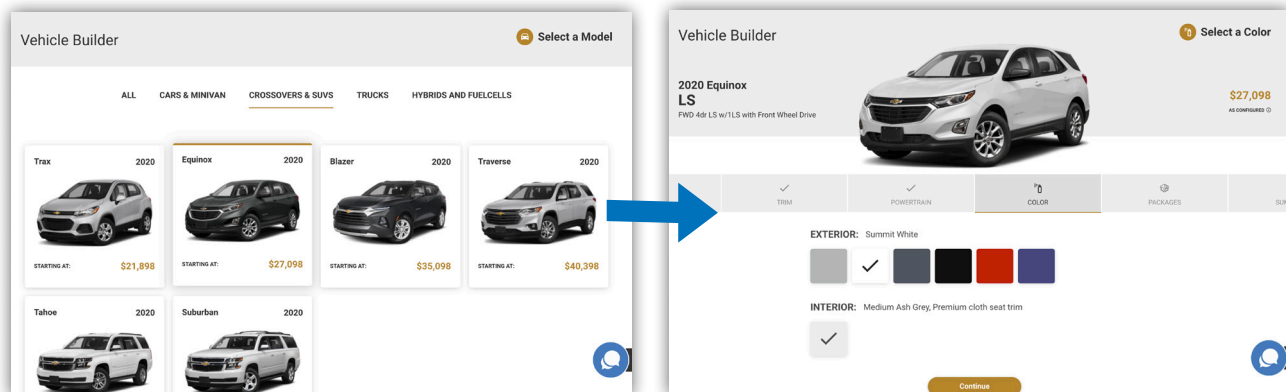
Offers and Incentives. Customers can check the offers available on any model. They can see offers by trim level (see [blue arrow](#)) and any incentives that may be applicable to the shopper. These pages can be integrated with OEM feeds.



Managed Services. NEW. Dealer Inspire now offers managed services to ensure that digital messaging is consistently and effectively updated. They can leverage opportunities created by personalization, slides, and specials. By using a best-in-class design department and subject matter experts to create cohesive and relevant messaging, dealers are better positioned to meet their monthly goals. It's a credit-based system where dealers can choose from a variety of different assets based on their needs.

Internationalization. A key milestone was reached in Q3 with the translation of the back end of Dealer Inspire's UI to French Canadian.

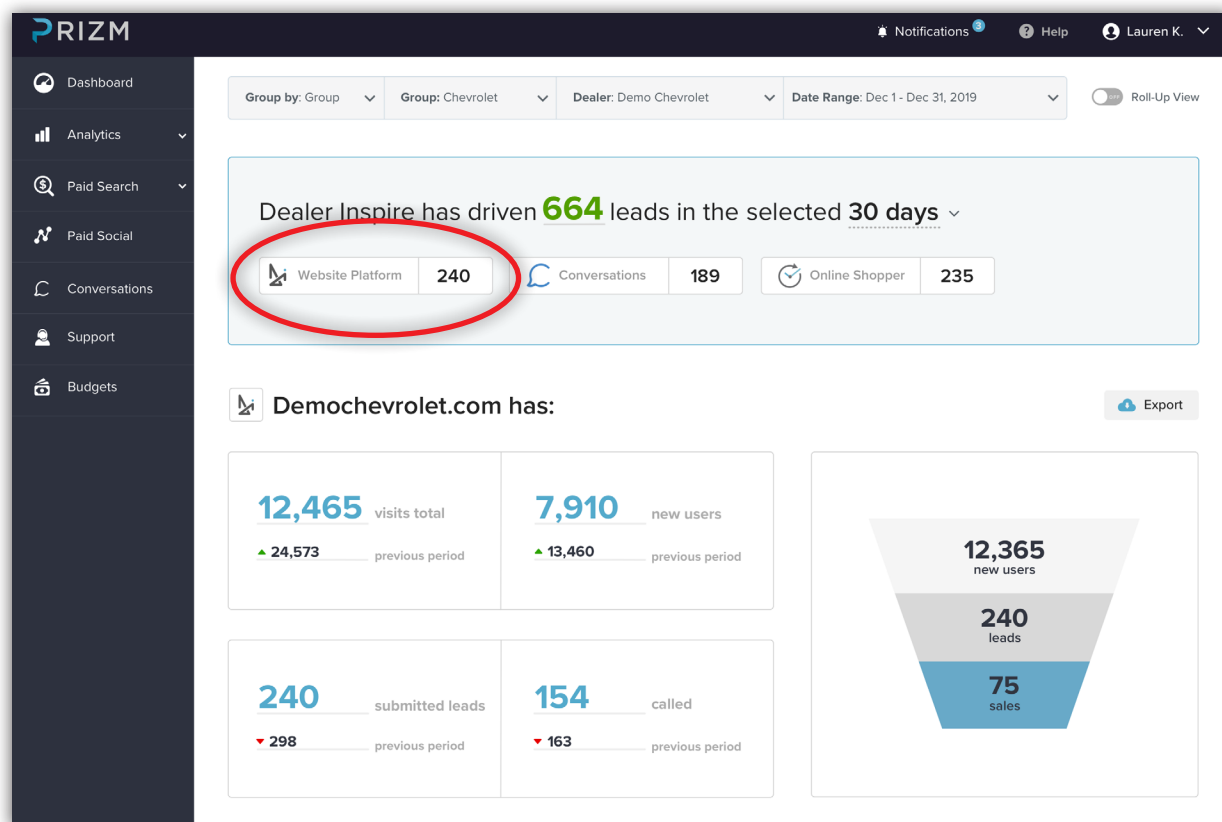
Vehicle Builder is a new product offering that is being piloted to solve a specific need for Canadian dealers. This tool allows consumers to select the model, and then serves one-click pages to select the trim, powertrain, color, and preferred package.



Apple Wallet. Any service specials will provide an associated wallet pass for the consumer. It can be embedded onto the dealer's service page and works with Apple, Samsung, and Google. Customers can save the coupon to their phone and, with one tap, be ready to redeem it at the dealership. When creating these in the back end, dealers can also geo-fence specific areas where they want the coupon to activate, such as a nearby Jiffy Lube. Customers nearing that location will get a 'push' reminder to take advantage of the 'oil change special,' or other offer, by visiting the dealer's service department.

Support. Dealer Inspire has an on-call support team of over 100 employees to manage dealer clients' daily requests and business needs. Surveying dealers after every single ticket, the Dealer Inspire team is currently scoring a 95% in dealer satisfaction.

Reporting. Dealer Inspire's new reporting platform, PRIZM™, wraps all DI analytics in one location for easy dealer access. PRIZM™ provides the ability to track and view metrics on one dashboard for an entire group of dealerships and to drill down into the statistics of a specific brand or single dealership.



What do dealers say about Dealer Inspire Website Platform?

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"I find that a lot of digital products offer many of the same options and packages. What is most valuable to me, however, is Dealer Inspire's unparalleled level of service. In my 24 years in the auto business, I have never had a true partner like them; they treat me like I am their only client - it's shockingly over-the-top. I may not be the easiest person to do business with; I'm super detailed and creative and perform a deep dive review. The idea brainstorming, candid interaction, and super-fast response they give me are so invaluable. I love my website, my support services and my account manager; their creative is strong and my conversions have more than tripled! I pride myself on being ahead of everyone, but I find myself playing catch up to them."

Gerald Gonzalves
General Manager
Jack Power CDJR

"I have 6 brand sites with Dealer Inspire and 2 more with an OEM-mandated web provider. It's easy for me to make a comparison on performance. My DI websites provide twice the time on site and twice the number of page views as my other provider. When we switched over to a DI website with my Maserati store, we quickly became the #6 dealer in the nation when we were previously outside the top 10. I don't give all the credit to the website, but the website IS the storefront now. The team at Dealer Inspire makes things so seamless, it increased our productivity. We have had our 3 best years and have actually cut our advertising; getting rid of a lot of third-party lead providers because our sites are performing that well. They have second-to-none customer service; I speak to one person about my goals and she handles everything in one call - SEO, managed marketing - and creates a plan for me. Changes I need are made in 5 minutes over the phone and not 5 days with a Support Ticket. My DI rep provides me with top-notch analytics and predictive metrics for the future because DI is invested in me as a partner. This is the first time I have had a website company that I am really excited to talk to."

Josh Smith
Manager
Reeves Motorcars

"We selected DI because of their team, platform, and reputation from other dealers we know. Our Advocate is very knowledgeable because she comes from a dealership background. In May, she told me about a new product called Online Shopper. The results have been amazing. The web and electronic traffic is even more critical to us because our dealership is on top of a hill and has ZERO drive-by traffic. Our web site makes us look bigger than we are and appear to be a top shelf-dealership. I want to thank Dealer Inspire for a phenomenal 2019."

Barry Moore
General Manager
Wright Honda



