

Dealer.com websites are fueled by user experience research, data science, and exclusive integrations with Cox Automotive brands. By leveraging all the data across multiple brands, the Dealer.com website can provide a much more relevant and personalized experience for the shopper. Responding to consumer demand, these websites are evolving into a highly-detailed comparison space.

Dealer.com websites deliver a digital storefront that is a true extension of the showroom with a full-service, personalized experience aligned to meet consumer expectations:

Built for speed. Fast, flexible, and secure websites built for eCommerce.

Dynamic site-wide inventory search: Real-time inventory search via facets or free-form tools.

Guided vehicle comparison: Expanding shoppers' consideration sets by clarifying the affordability of additional models or trims.

Personalization: Personalized experiences drive inventory and fixed operations engagement.

Immersive inventory pages: UX-driven VDPs launched in 2019 delivered 22% more leads in recent A/B tests.

Mobile-first tech: Device-specific customization within a responsive framework gives dealers greater flexibility.

Efficient on-site merchandising: Automatically create, deploy, and syndicate incentives and specials (banners, slideshows, and coupons) across one or multiple rooftops.

ADA-aligned: Site is accessible to shoppers of all abilities, monitored and corrected in real time.

The Problem:

As the digital storefront for the dealership, the website must offer the same (or a better) experience as the walk-in customer would receive. Today's online shopper is savvy, with high expectations of how a website will perform and the information that will be available. Time is an important commodity to both the shopper and the dealer – the website must be effective and efficient for both. The dealer's goal is to attract and keep the shopper on his website by providing all of the information they need – easy to find and well-merchandised.

US Websites

Dealer.com Websites

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Delivering a personalized, consumer-centric digital storefront experience for the shopper - built on a faster and more flexible dealer-centric digital platform.



"The strength of Dealer.com's website platform is the integration with other Cox Automotive products. We found shoppers engaging with Digital Retailing looked at 65% more VDPs and submitted 6X more lead forms."

Kevin Frye
eCommerce Director
Jeff Wyler Automotive Family

DEALER.COM

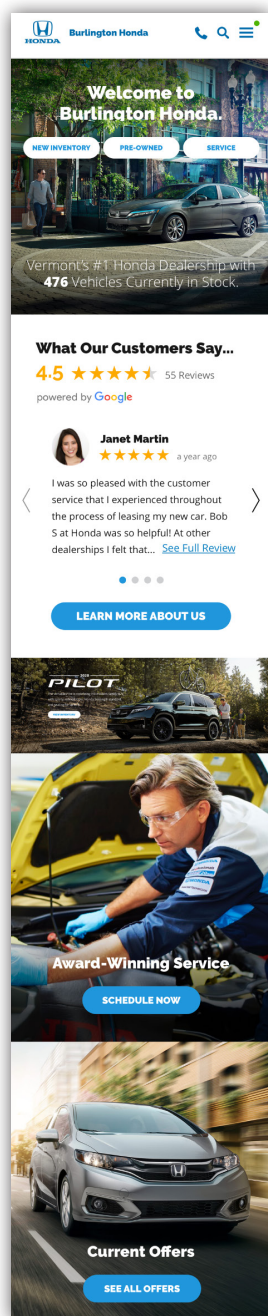
www.Dealer.com

"With new site-wide search, advanced vehicle comparison tools, inventory and fixed-ops website personalization, along with consumer reviews integrated into the shopping journey, our Digital Storefront solution reduces friction and drives efficiency, helping dealers build long-term customer relationships."

Bob George
AVP Product Management
Dealer.com

How It Works:

Dealer.com websites feature a fast and flexible solution for modern eCommerce, delivering intuitive user experiences, and industry-leading digital marketing performance. They offer personalized shopping for inventory and for fixed ops. Website performance for the shopper is equal in importance to how efficient it is for the dealer to manage. A dealer can upload and merchandise inventory, change their site design, customize the shopper's experience by device, run A/B Tests, see where shoppers are clicking, monitor their digital marketing performance, adjust their advertising strategy and budget, and much more - right in one centralized management console. Dealer.com continues to implement operational efficiencies for dealers within their websites - automating tasks from personalization, inventory management to dealership merchandising that otherwise require significant human resources. Here are the highlights of the many improvements implemented this year:

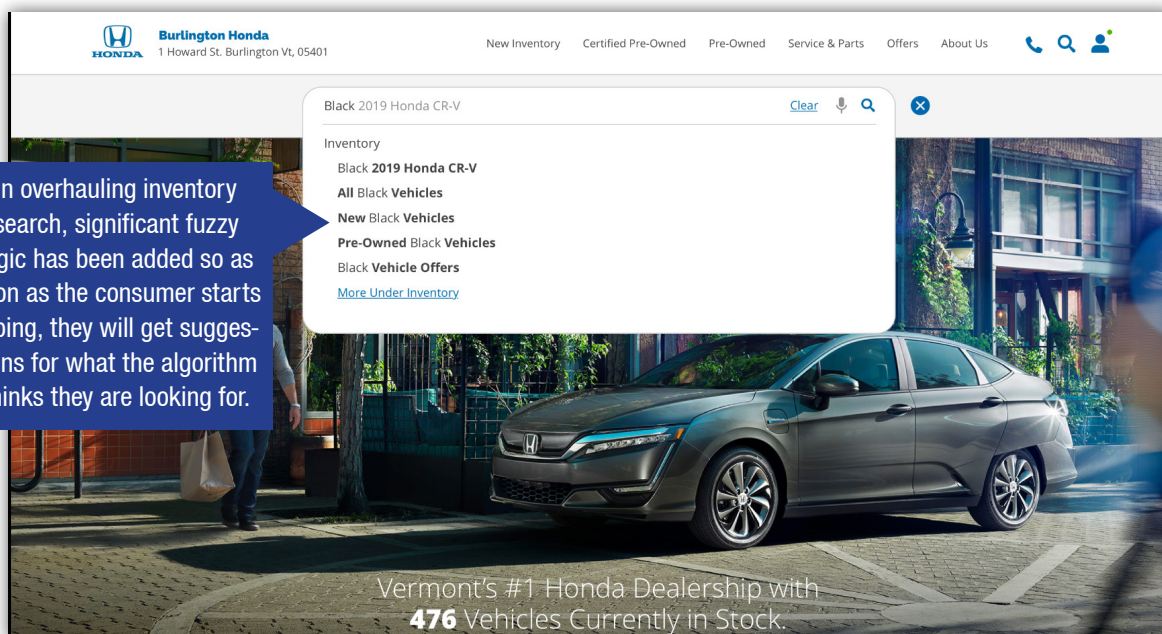


Website Design. The dealer's 'Why Buy' message has been prioritized, illustrating what makes that dealership unique (see [blue arrow](#)). Consumers expect simple experiences backed by peer validation/reviews - a process they learned from eCommerce. To support that expectation, review widgets have been added this year. The dealership can decide how they want to display reviews and which review sites they want to pull reviews from: Yelp, Google, Facebook, DealerRater, etc. Shoppers are looking for ways to gain trust in the dealership (see [red arrow](#)).

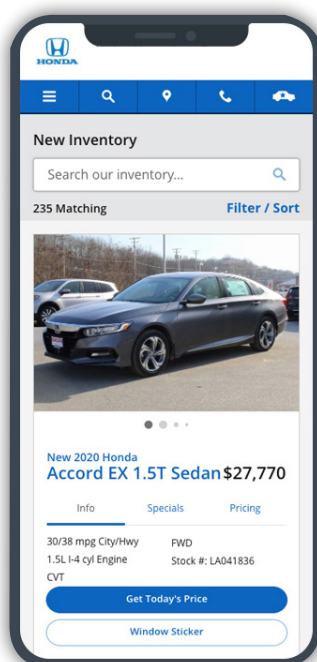
Composer. The website editor is easy and it's intuitive, so users don't need years of experience however, there are advanced editors available for those who want to dig deep and have more control. Changes to the website editor this year include content preview capabilities. In the past, the dealer entered edit mode, and once it was changed, it was live. Now, the Composer provides a link that can be 'shared' for preview purposes prior to going live.

Data Mining as a Personalization Differentiator. The access to massive amounts of data and the subsequent leveraging opportunities allow Cox Automotive to understand consumers in the automotive space and inject relevant personalization on the website. Their advanced algorithm analyzes data from countless properties online as well as Cox Automotive data that enables them to make accurate inferences about actions the consumer is going to take and provide information they may find meaningful.

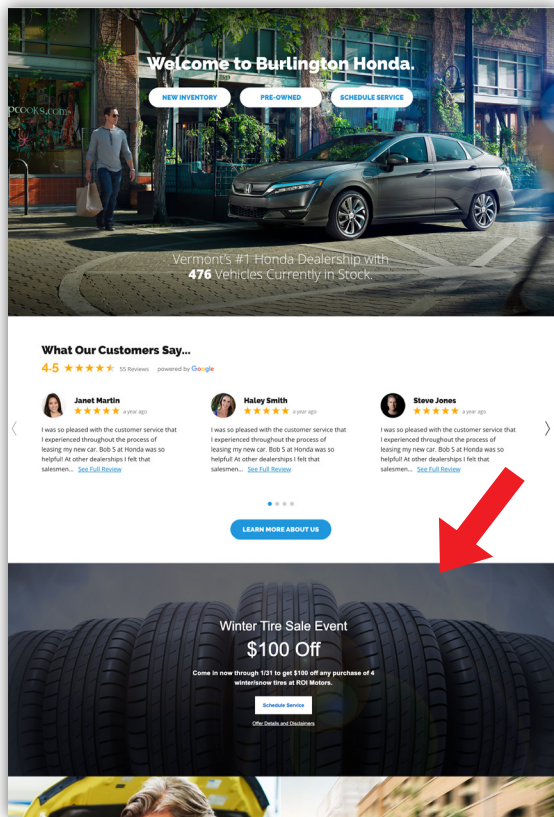
Site-wide Free-form Search. NEW. Dealer.com's full site free-form search now offers predictive text and suggested destinations in real time to help consumers more quickly navigate to their next step. This new free-form search capability can live on the homepage or the header – anywhere on the site that the dealer wants it. It's more than just an inventory search, a consumer could search for 'hours' or 'service specials' and the engine would pull up applicable pages.



Search by Feature, a new enhancement to the search capabilities, leverages all of the personalization data used to serve up the right vehicles and relevant features. For example: a consumer on Amazon is searching baby cribs and buying car seats and then switches to KBB looking at vehicle safety ratings. Proprietary algorithms put all this information together to infer that the family is growing; proactively taking that information and making suggestions such as blind spot monitoring and third-row seats.



Dynamic Inventory Search. NEW. When a consumer navigates to an inventory page to narrow their search criteria, “smart-search” will re-sort consumer selections without reloading and will feature type-ahead text and forgive misspellings. Search Facets have been redesigned for mobile ease and speed with buttons, not menus. This new inventory search also includes larger vehicle images, a multi-photo carousel, tabbed content, and modular, customizable architecture.

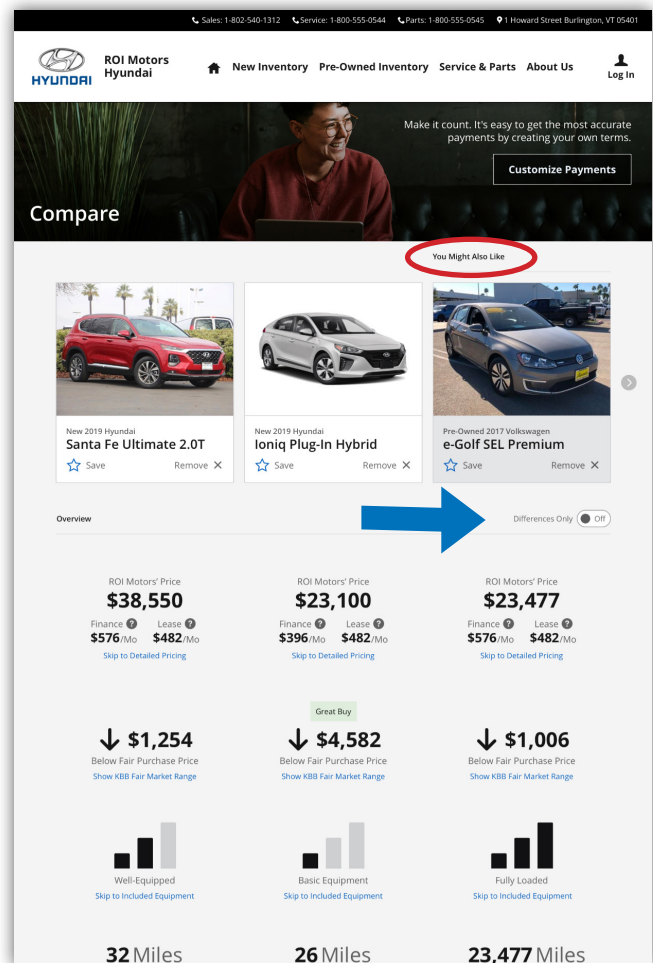


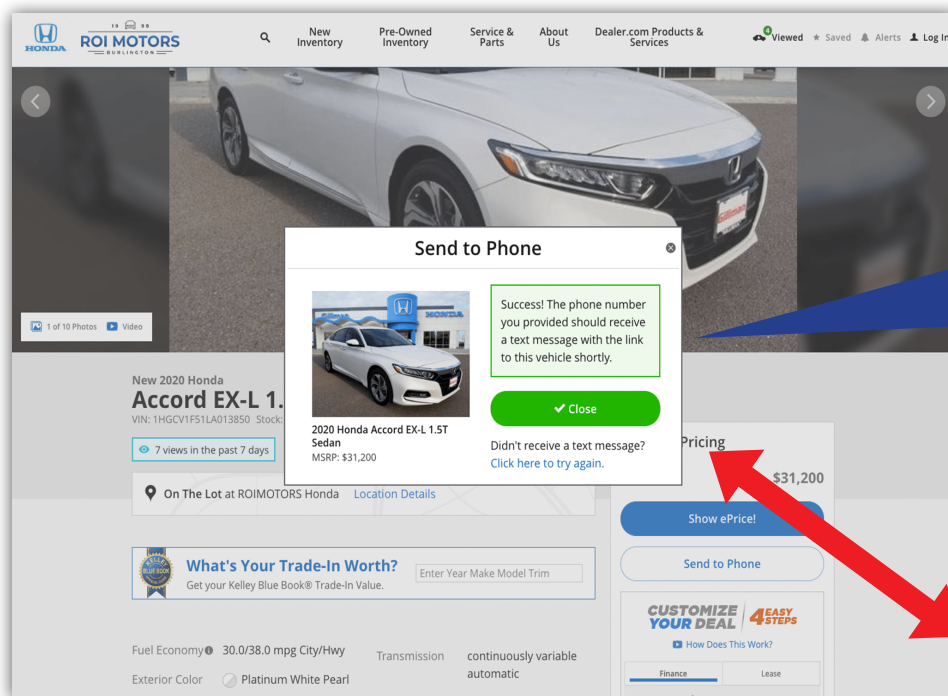
Guided Inventory Comparison. NEW.

Available as a prototype at NADA 2020, this tool solves a problem that has plagued consumers online: how to determine the differences between vehicles, trims, and packages as they relate to payments. This comparison tool allows consumers to better prepare for a digital retailing interaction or a showroom experience by clarifying the affordability of additional models or trims. With a better understanding of how packages and trim levels impact price, consumers gain trust in the process and clarity in their vehicle selection, which can improve profitability for the dealer. The shopper can toggle to show 'only the differences' or to 'highlight differences' (see blue arrow) between vehicles helping the shopper quickly recognize the unique aspects of the vehicle. This feature keeps shoppers on the website so they will not have to search for information on another site.

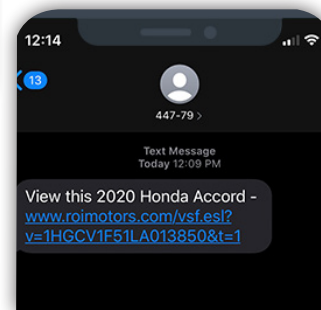
Personalized Fixed Ops Experience. NEW.

Proprietary Cox Automotive data science will personalize both advertising and website experiences if a consumer is in market for service. The recent car buyer, when they revisit a dealer's site, would most likely will be served incentives on the car they just bought. Dealer.com is now leveraging data to determine if the in-market shopper is now out-of-market and can prioritize the fixed ops content instead of inventory-related content. If the purchase was six months ago, website visits will start showing oil change and the one-year inspection offers. Their personalization product, Experience Optimization, integrates with Dealer.com's Specials Campaign Manager – the online coupon tool. After detecting that someone has just purchased a vehicle, those fixed ops coupons are prioritized higher in the rotation. The shopper can download those and save to their Apple Wallet and Google Pay.

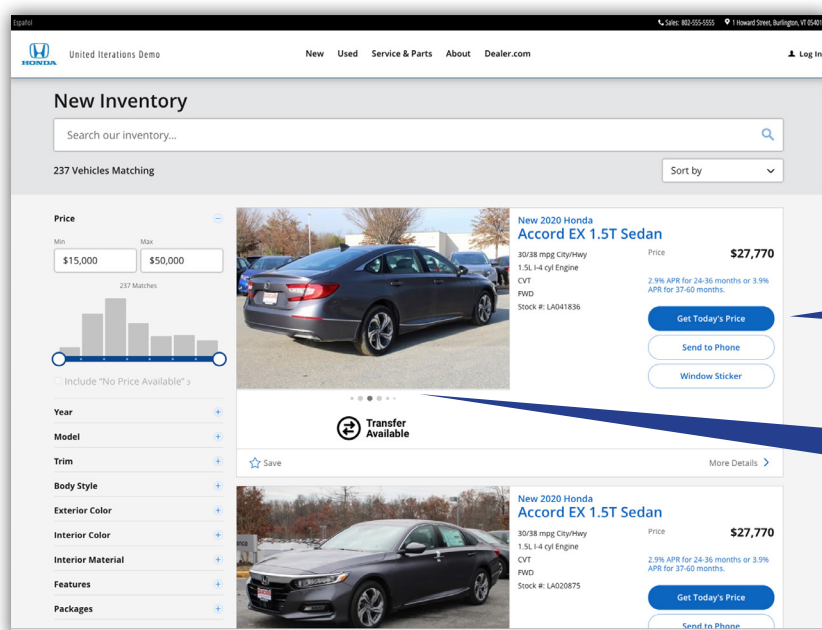




VDP. Launched at NADA 2019, the new VDP is now used by 90% of Dealer.com clients. Studying the behaviors of consumers using both their new VDP and their legacy design, Dealer.com found that consumers submitted leads 22% more often using the new, UX-driven design - making 'the car the star.' A new feature, Send/Text to Phone, lets shoppers forward a VDP listing to their mobile device.



A Brand New SRP. Providing the shopper with an optimal mobile experience was a key driver for many of the 2020 SRP upgrades. This new page is a quicker read for the shopper with a clean pricing display and a better view of the packages and options. The available specials are easy to access through an expandable accordion. Displaying information on vehicle tabs allows the SRP to include more vehicles and reduces the amount of scrolling required by the shopper. The end result is that it is easy to navigate between the vehicle info, the specials, and the pricing on the vehicle.

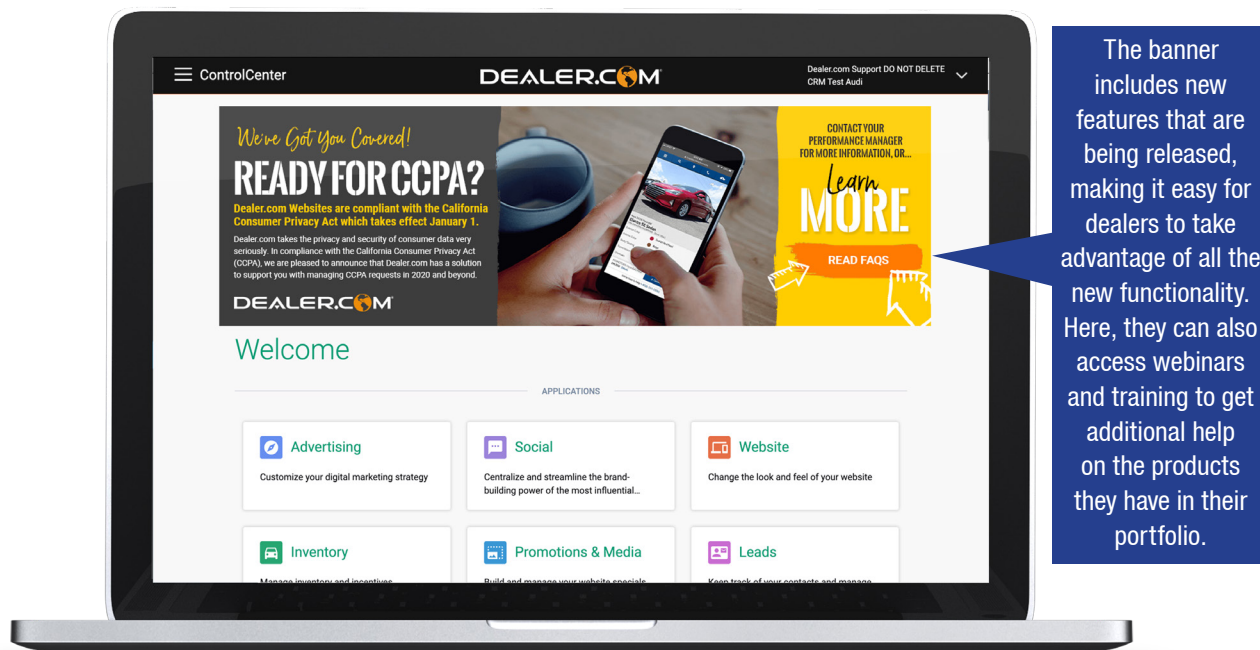


There was a heavy focus on reducing CTAs down to one option.

The new carousel of photos is now easier to scroll.

ADA Compliance. NEW. Dealer.com has made ADA compliance part of their engineering philosophy. They are committed to removing barriers for automotive consumers, both through enhancements to their technology platform and by helping dealers ensure their website content (images, data, video, and graphics) remains compliant. Dealer.com is a Premier Partner with AudioEye, the leader in the Web Accessibility space. Regular manual testing and remediation fixes compliance errors across this content which is always changing and gives dealers peace of mind that they are protected from litigation while offering a premium experience for consumers of all abilities. Additionally, the tools they provide ensure users can customize website interfaces to fit their specific needs.

ControlCenter Redesign. NEW. Digital Marketing requires a holistic approach across channels – managed centrally and efficiently. The new ControlCenter experience enables a single login for all applications that a dealer has through Dealer.com – a long-standing differentiator for Dealer.com. A great deal of UX research has been undertaken to see how dealerships are using these tools and what information they want to find. That data has been used to facilitate the new redesign.



Infrastructure Enhancements. Dealer.com has aggressively accelerated its redundancy and failover infrastructure for both their data centers and how they build and deploy their applications. In addition to conducting a full infrastructure audit and resolving identified concerns, they've moved all websites to the cloud via Amazon Web Services, mitigating consumer impact during network interruptions, and providing multiple redundancies and stability.

API. In 2020, Dealer.com will release an API to streamline third-party code that has, historically, bogged down some websites and slowed load times. As more and more third parties leverage the API, this innovation will further accelerate load times for their clients and deliver a better experience for the consumer. This is an upgrade that both dealers and industry developers have been asking for and it is great to see that this will be coming in 2020.

What do dealers say about Dealer.com Websites?

"The Dealer.com platform of websites brings its greatest strength to us with the integration it carries with other Cox Automotive products. We have been an early adopter and innovator with Digital Retailing and have found that our shoppers spend more than 2X the average time on site while engaging with Digital Retailing on our Dealer.com websites, while looking at 65% more vehicle detail page views and submitting a lead form at a 6X greater rate. Dealer.com websites allow us to engage the shopper online and win the battle for their decision as to which dealership to visit."

Kevin Frye

eCommerce Director

Jeff Wyler Automotive Family

"We made the move to Dealer.com over 8 years ago. In 2019, we reviewed a number of website provider options after years of frustration with generic website solutions. After careful consideration, we decided to remain with Dealer.com. Micah Schoonover has been an incredible resource for our company, as she led the major redesign efforts at Dealer.com for our Ferrari, Lamborghini, Maserati, Alfa Romeo, and Volkswagen websites in Texas, California, and Colorado. Micah is so responsive and is truly part of the reason that we have stayed with Dealer.com. We successfully rolled out 9 new custom websites in 4 months, with \$0 additional investment, that truly went beyond the standardized template solutions available."

Jack Weinzierl

Vice President of Marketing and Business Development

Boardwalk Auto Group