

**Nabthat websites are built with the consumer in mind. Focused on customer acquisition for the dealer, Nabthat creates intuitive consumer experiences that generate an increase in leads, phone calls, and map directions. Instead of WordPress, Nabthat utilizes Google's own Angular Framework to build each dealer website, coding with Ruby on Rails and using Single Page Application (SPA) throughout the entirety of their sites. All this combined generates a user experience that is consumer focused, incredibly fast, and designed to provide an exceptional mobile experience.**

**Nabthat sites come standard with many extras which most dealers pay additional fees for such as SEO, Shop by Payment, Retail Experiences, Exit Interceptor, Entrance Engager, and Finance Application. By building website features in-house, Nabthat's goal is to minimize the amount of digital infighting created by the number of third-party widgets on a site; increasing conversion and helping to eliminate consumer shopping tension. Comprehensive website packaging that includes in-house Nabthat features help to reduce latency as well as eliminate communication problems created when dealers have to utilize multiple vendors to achieve their sales goals.**

#### **The Problem:**

Multiple providers of technology may be installed in a single dealer website. This creates an extra burden on dealers to create a seamless shopping experience. The optimal website today focuses on the consumer's digital journey. Dealers must understand that one of the most crucial pieces to the online digital shopping experience is the effective merchandising of their inventory. This simple fact, however, is lost with other online distractions placed on dealer websites.

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

Nabthat strives for the best consumer experience – desktop and mobile; on-par with the excellence of everyday online shopping which consumers experience. Shoppers are provided with a number of navigational options to assist them in finding the appropriate vehicle model, individual vehicle, special, contact form, or service coupon.

## **US Websites**

# **Nabthat Website Platform**

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### **Google Framework**

**Automotive Website utilizing a 'Consumer First' design to increase engagement, leads, calls, and directions.**



*"Nabthat uses data to determine the right path for us and evolve our strategies to fulfill today's shopper expectations. Our BMW dealership and Honda dealership, a fairly new store, have seen 70% and 60% lift, respectively, in web traffic by user."*

Daniel Lin  
Dealer Principal  
New Century Honda/BMW

**nabthat**

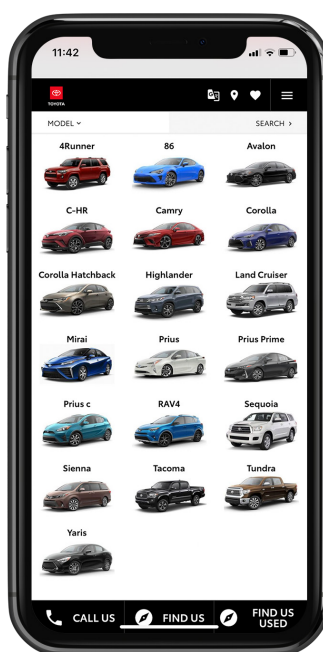
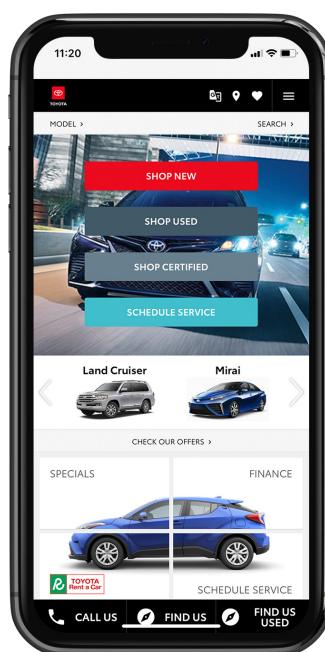
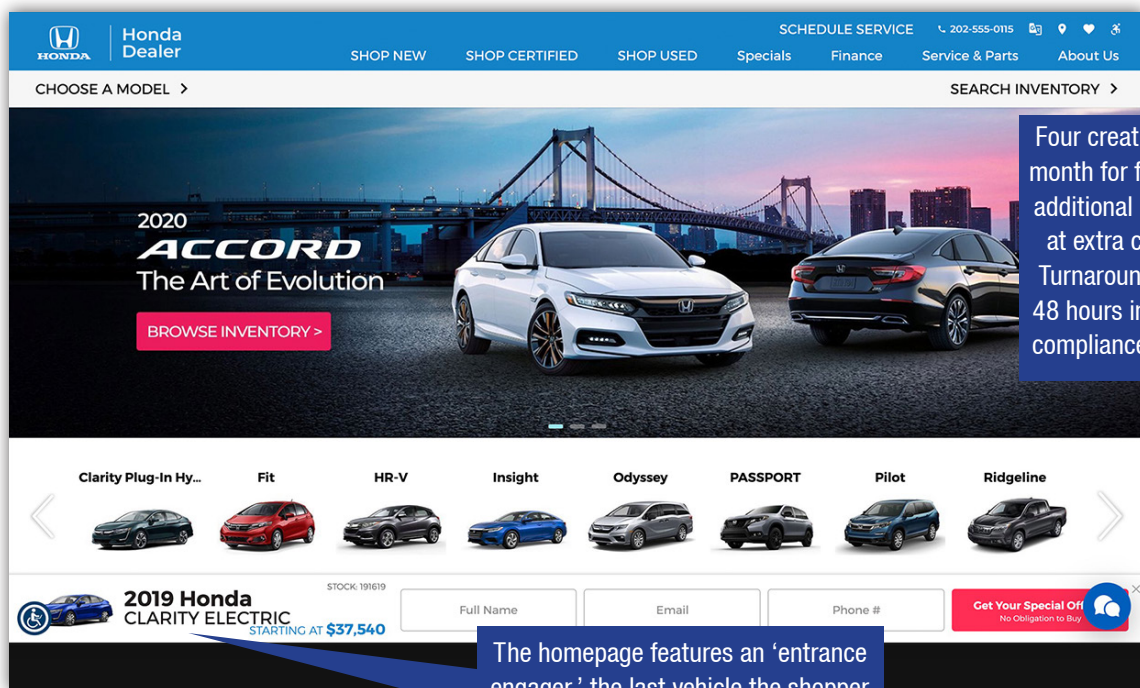
**[www.Nabthat.com](http://www.Nabthat.com)**

*"Dealers are shocked to see the amount of engagement through leads, calls, and directions that our sites produce as well as the robust features we offer as our standard product offering."*

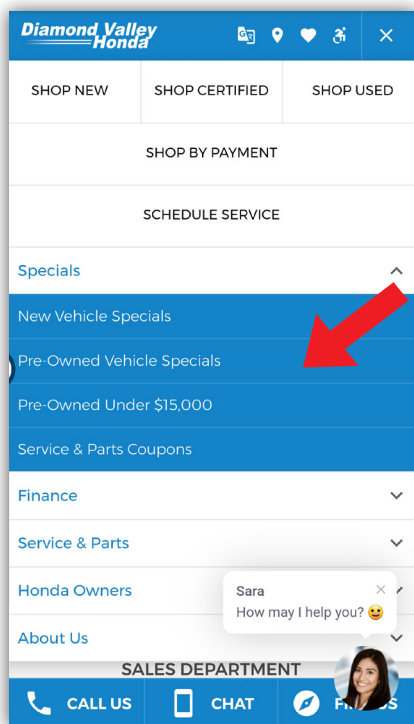
Jason Silberberg  
CEO  
Nabthat

Nabthat sites are incredibly quick because of their utilization of Single Page Application (SPA); there is no waiting for pages to load or watching a lazy scroll. Every page is designed to provide an experience for the consumer that encourages engagement and conversion.

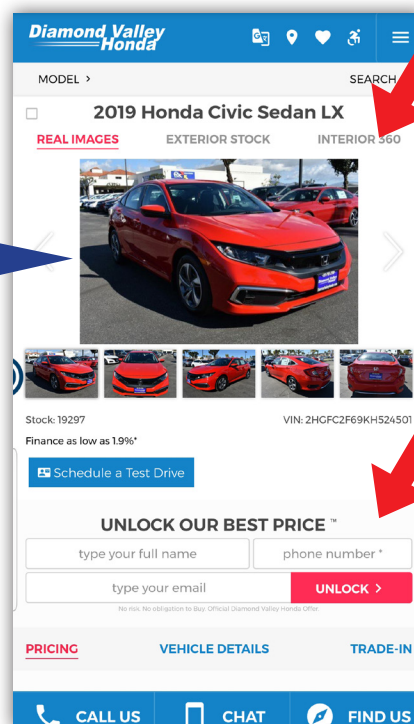
In order to eliminate third-party coding issues that could slow down and/or clutter a site, Nabthat provides and builds components their dealer partners need to be innovative. Nabthat's platform notifies the dealer's CRM each time a lead revisits the site. The website platform can be bundled with Nabthat's Retail Certificate platform which automatically delivers quotes to shoppers 24/7.



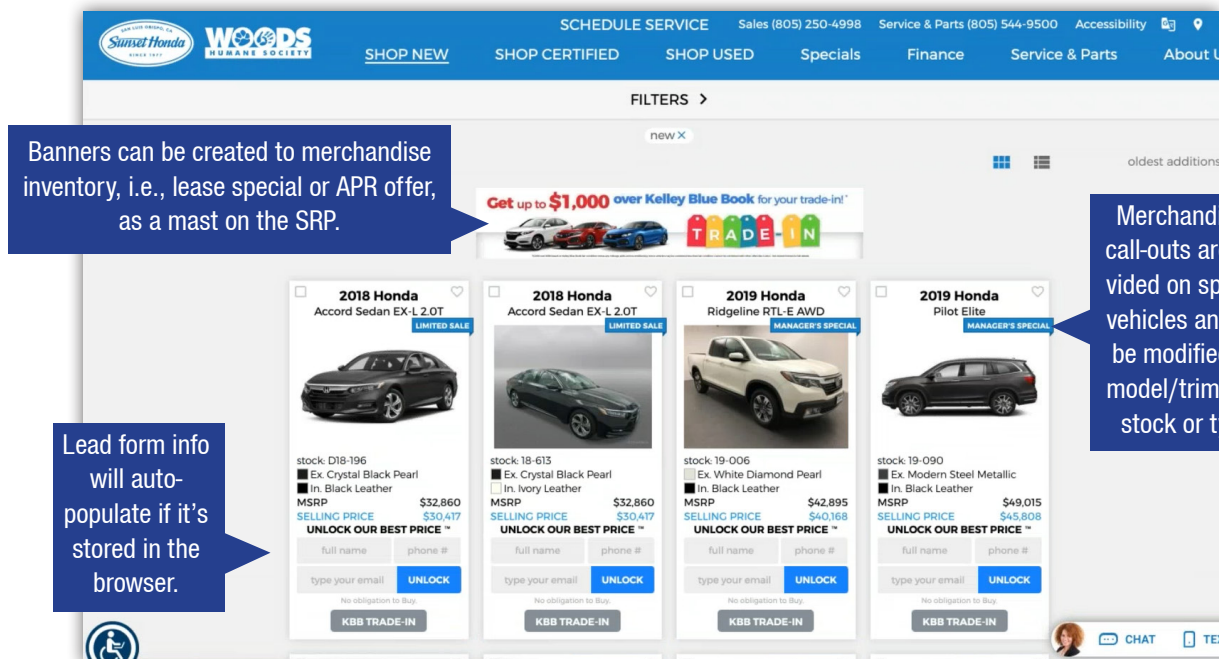
**Search Made Easy.** The consumer has the opportunity to shop new, CPO, or used; but they can also search by payment if they are tied to a budget. Below on the left, this dealer has included a waterfall option under Specials: new vehicle specials, used vehicle specials, and used vehicles under \$15,000 for the money-conscious shopper.

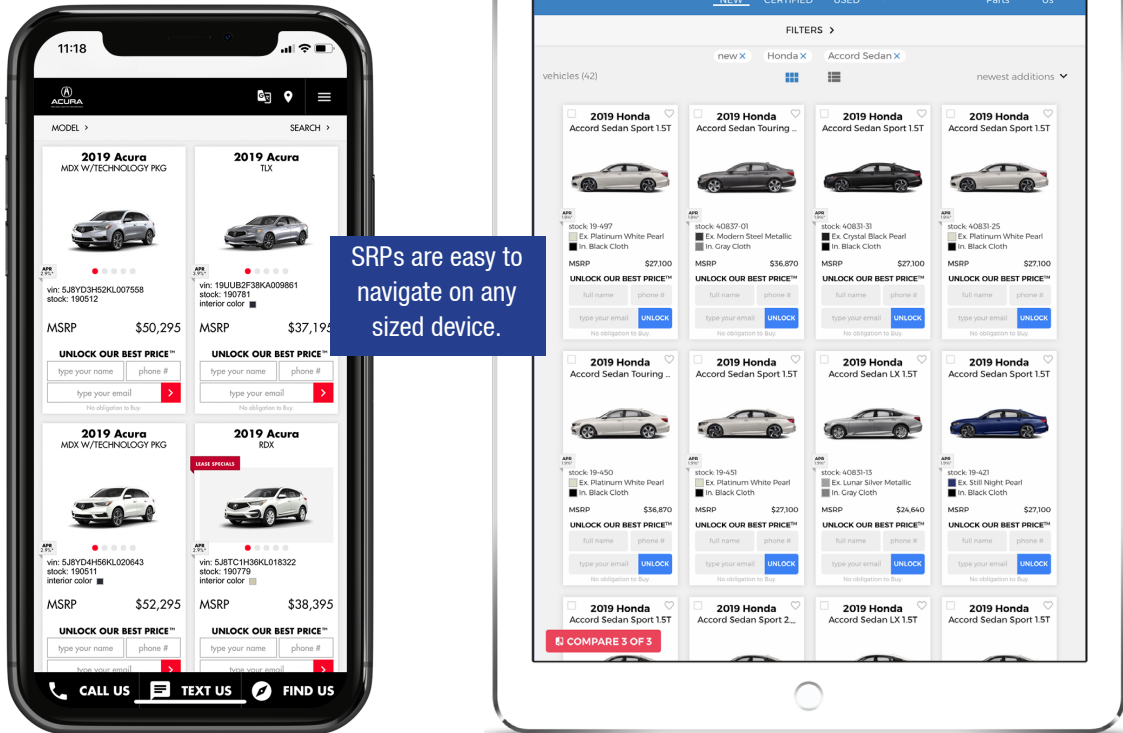


Consumers can slide through photos, use the carousel, view 360° interiors, or watch a video. They can choose favorites and have the ability to compare vehicles. The lead form is integrated into the SRP so no pop-up forms mar the experience.

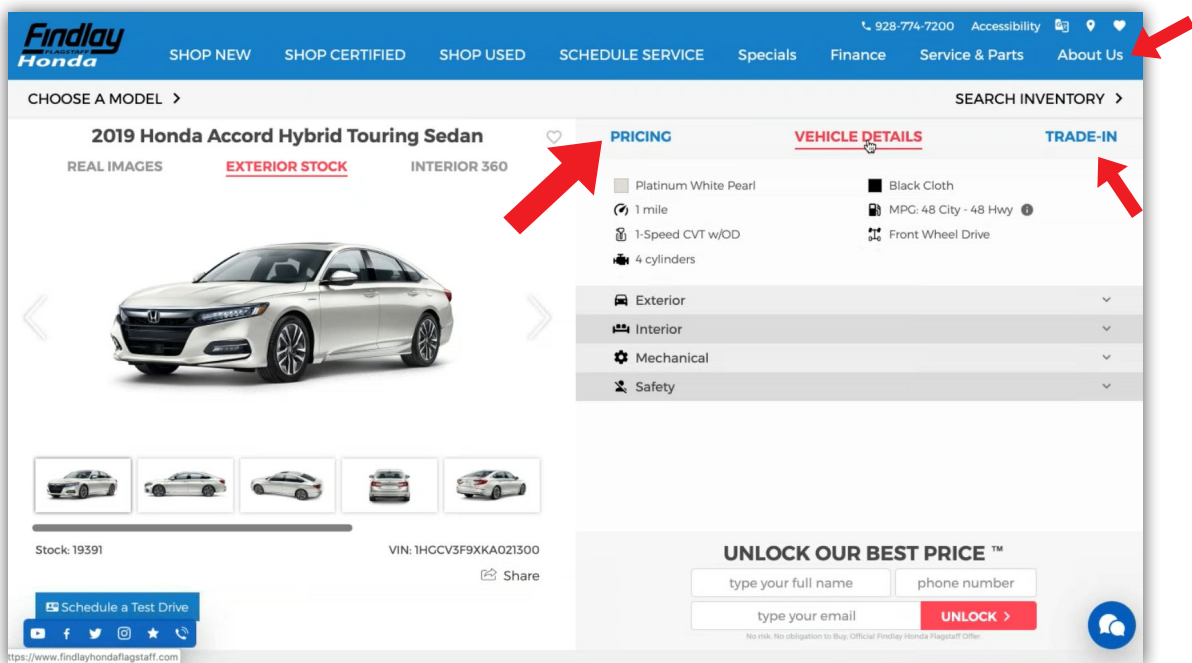


**SRPs.** The engagement level on the SRP 'Unlock Our Best Price' for mobile is about 15%, according to Nabthat, and for desktop, their dealers report between 6-12%.





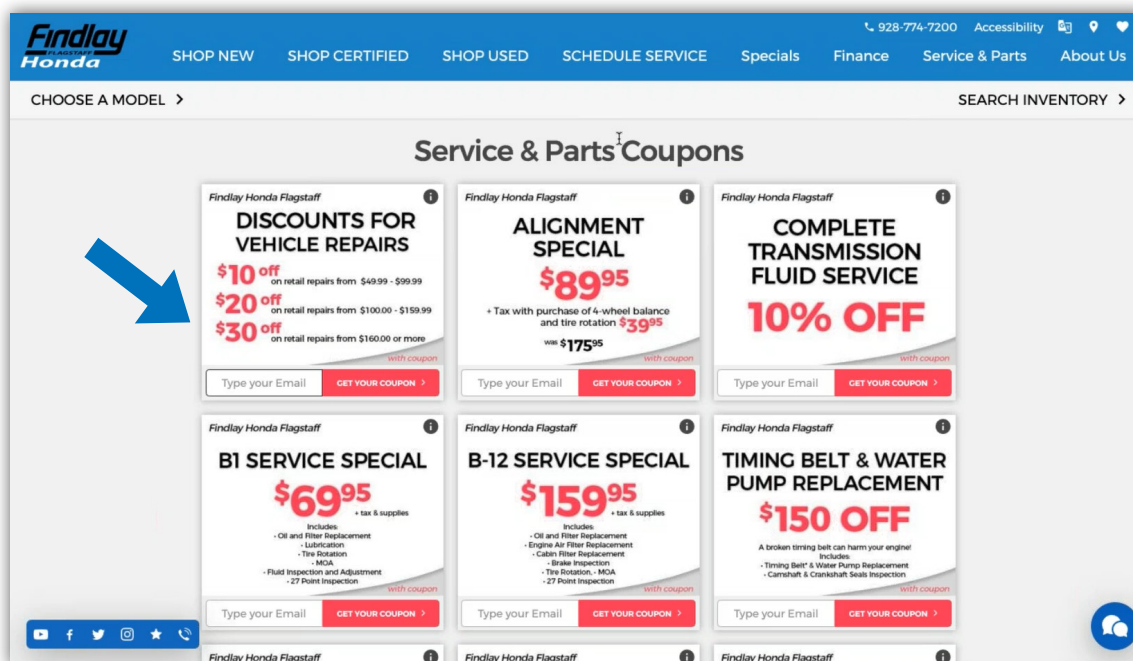
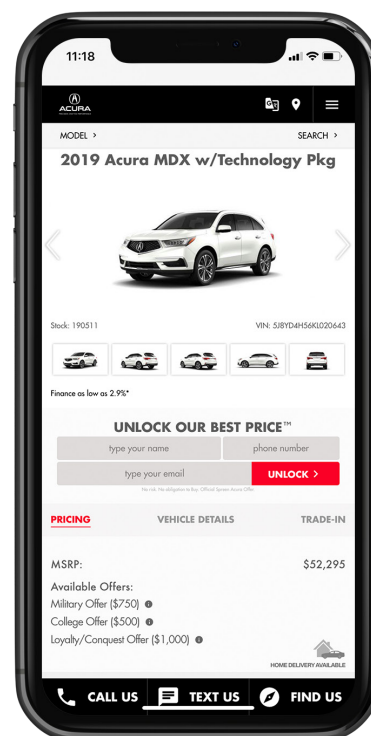
**No-scroll VDP.** Nabthat's effective design has eliminated scrolling on a Desktop VDP. The further down a consumer gets, the harder it is to convert them. For this reason, Nabthat keeps the consumer's focus on the important aspects of the page/vehicle. Any information or data about the vehicle can be accessed through this one desktop screen. The shopper can elect to go forward with this vehicle and choose pricing or the trade-in tool. The shopper may decide against this vehicle and return to 'search inventory.'





This design has proven to be very sticky, and dealers are experiencing a decrease in VDP bounce rate and an increase in conversions. Furthermore, time on site is averaging 2.5 minutes for mobile and 3.5 minutes for desktop.

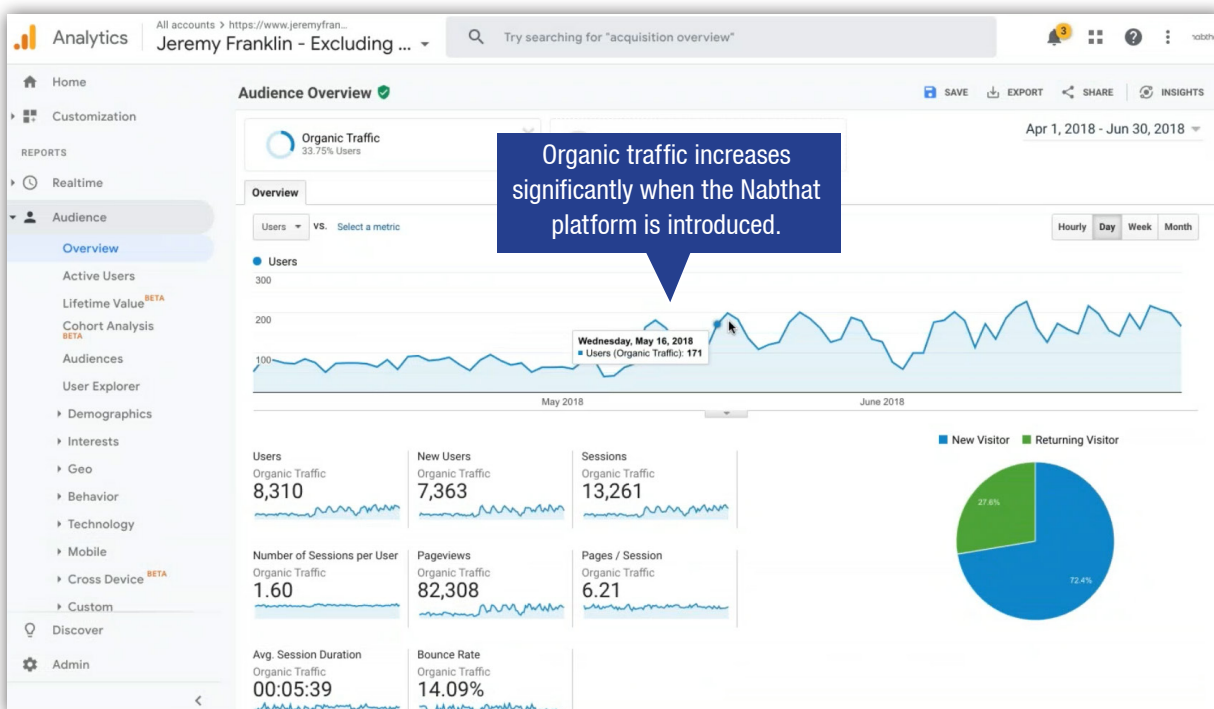
**Service and Parts.** Nabthat has built intuitive Service/Parts Coupons where consumers can type in their details and have the coupon sent to them. The dealership gets a notification of the customer's coupon delivery and can reach out to them to schedule the appointment. The coupon delivery email offers a service scheduler and easy one-click phone contact. Dealers can also elect to utilize coupons for parts.



**Pricing.** Nabthat's website platform is provided on a month-to-month plan with no long-term commitment. They consider their differentiators to be their all-inclusive philosophy (no tiered packages) and competitive price point. With all of the features included with a Nabthat website, dealers have saved more than \$2,000 per month by eliminating some third-party redundancies.

**Backend Tool.** Nabthat provides a backend tool that the dealers and their marketing companies can utilize to update the site: banners, specials, photos, metadata, pricing, etc. in real time; controlling their offerings on the entire site.

**Page Builder SEO.** Nabthat's SEO (which is standard with their website platform) pulls analytics from their own proprietary analytics platform as well as third parties and is then analyzed by their AI algorithms. The AI generates recommendation reports that are sent to their internal SEO team providing answers to a variety of marketing questions such as: *are we getting more traffic looking at a specific model/vehicle/type in one Zip code versus another.* All of this data is being harnessed to create organic pages that are relevant to consumer searches for a specific market.



## What do dealers say about Nabthat Website Platform?

*"The Nabthat team is very hands-on with the website; there's a personal commitment to make sure it converts. But there's also a focus on personal attention to the customer so they're not treated like a number; they are high priority. Jason gives me the pros and cons on what will work and not work, he shares lots of ideas on things I can do. I wouldn't want to use anyone else. Ten years ago – you were driving people to your store. Now, I am focusing on driving people to my website. I am generating significantly more leads with Nabthat. I am #1 in my district in sales and enjoy a 140% increase year over year. Together, we are always innovating to stay on top."*

**Sergio Beltran**  
General Manager  
Hemet CDJR

*"Nabthat's website platform has been the best one that I have been with. Their support team is like none other. Whenever I need anything they are quick to respond and react to resolve things. I have never been able to say something like this about any other vendor I've used."*

**Diana Kennedy**  
General Manager  
Toyota Marin