

The new Cloud-based Smilenet platform is powered by a constantly updated database of brands, models, and trim packages of all new and used cars, with information delivered through integration with the dealer's DMS. Homepages, Vehicle Detail Page (VDPs), and Search Results Pages (SRPs) feature a modern and effective design optimized for Google indexing and designed for effective smartphone and tablet usability. Shoppers can easily access standard accessories, available options, and all pricing options for every vehicle in inventory. The Content Management System (CMS) enables the dealer to modify site content easily to include their social media links, personalized blogs, or vehicle specials and promotions. Each dealer's site design is customized and can be easily updated.

The shopper can view a comprehensive photo gallery tied to each VIN. CarPhotoWeb technology allows the syndication of new and used cars on the major third-party classified websites as well as dozens of free classified web portals while delivering a large photo gallery for each vehicle. New this year, 360° walk arounds and videos further merchandise the vehicles and entice the shopper, maximizing lead generation. Also growing in importance is the need for shoppers to access consumer reviews – now available on Smilenet's websites.

This solution is exclusive to Smilenet on the Italian market and represents the most commercially effective proposal to promote sales and develop leads. Dealers can analyze their activity and results through Google Analytics to understand how best to achieve their KPIs.

The Problem:

European car dealers are in need of an automated process for loading data from the DMS and integrating it with photos, vehicle descriptions, and accurate pricing. They want to make it as easy as possible for shoppers on their website to find the perfect vehicle, have their questions answered quickly, and make their purchase. Customers want to look at pictures of all of the inventory available, both new and used cars. Most dealerships in Europe don't show vehicle photography, particularly for new cars, and don't offer the

EU Websites

Smilenet Top Website Platform

Top Website Platform gives dealers automatic syndication to the web for new and used cars with complete transparency on analytics and measurement of website traffic quality.



"We believe now our website is a good place for our potential customers to easily find all the info they need to get a new car in one of the brands we are proud to represent."

Saul Mariani
CEO
Lario Bergauto S.p.A -
Mobility.it



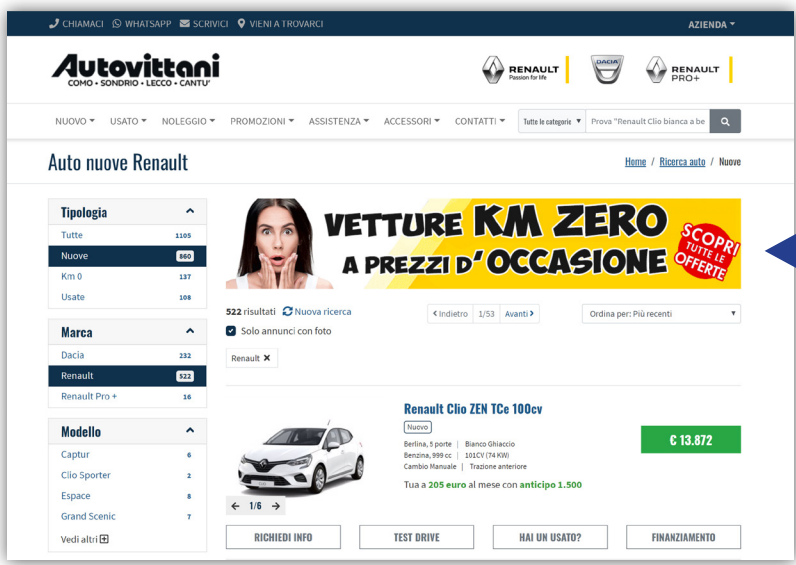
"Medium and large European dealers can achieve savings on stock syndication, especially for new cars. They can say: Technology has saved me from wasting money!"

Ivan Fila
CEO
Smilenet

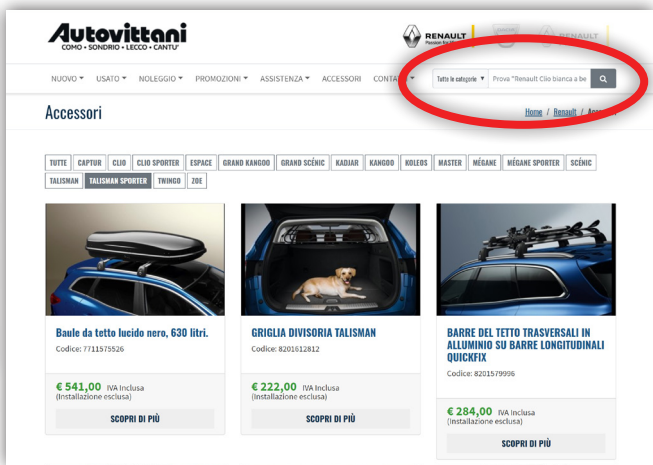
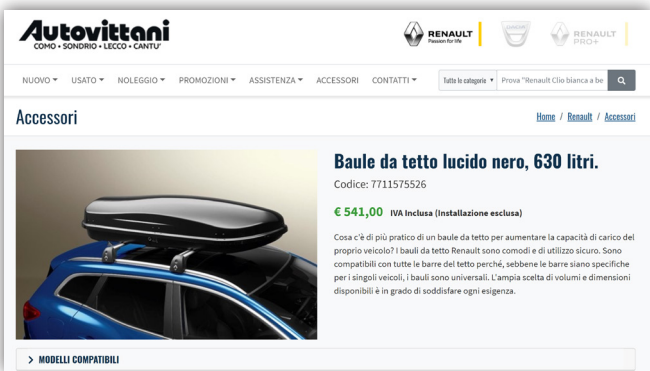
ability to upload video or documents or add custom features as blogs, newsfeeds, or events. Smilenet is the EU leader in vehicle merchandising capabilities.

How It Works:

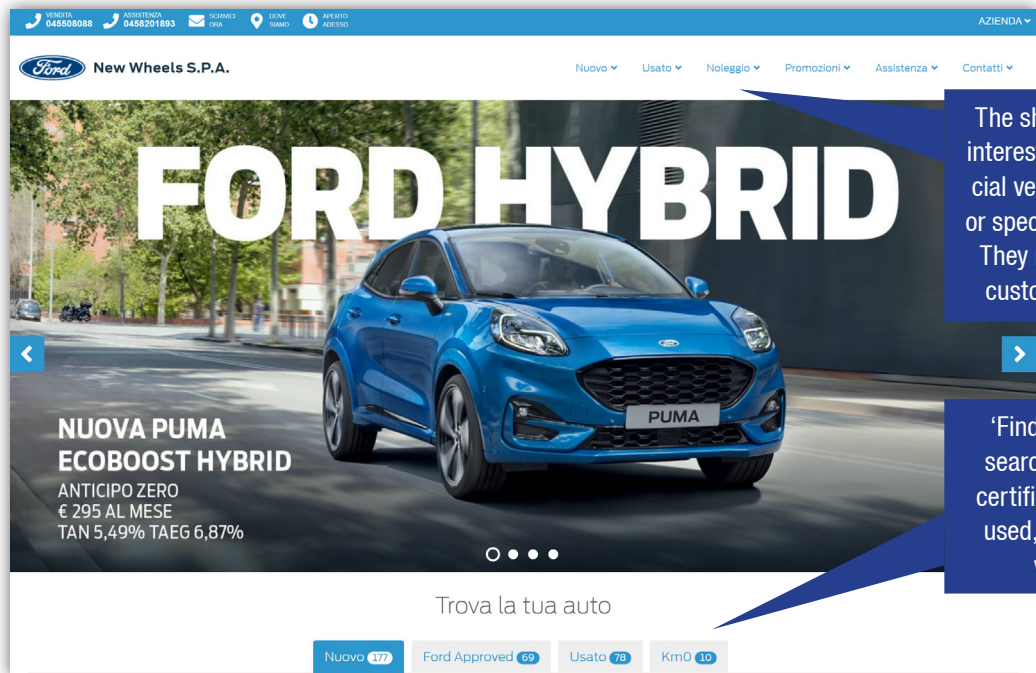
Smilenet’s Cloud-based Umbraco platform offers exceptional scalability, creating ease of use for mobile shoppers. It improves the page speed index, now 20% faster than the previous Smilenet platform. The inventory is efficiently imported from the DMS, and all of the merchandising opportunities are aggregated on the website – prices, specials, photos, accessories, and vehicle specifications. Smilenet’s intuitive CMS makes it simple for auto, truck, and motorbike dealers to update content, include photography and video, create promotions, and improve their overall customer service – while monitoring the results through Google Analytics.



Accessories. NEW. This tool allows shoppers to look for accessories two different ways: 1. They can be found on the SRPs and VDPs of new cars in stock, and 2. Accessories can be searched by make/model/trim and then purchased separately. Every accessory features a detail page with name, code, description, and a price. The shopper also has the ability to purchase the accessory online.



Smilenet's advanced CMS gives the dealer the ability to modify site content easily. In addition to showing used car photography, images are also automatically imported for new cars. Vehicle and motorbike brands that Smilenet has developed sites for include Ford, Volvo, VW, Audi, Mazda, Skoda, Jaguar, Land Rover, Renault, Dacia, Triumph, Honda, Suzuki, and others. Embedding microdata has dramatically improved SEO optimization and page speed. It has also accelerated the quality of the pages so that Google indexes them higher.

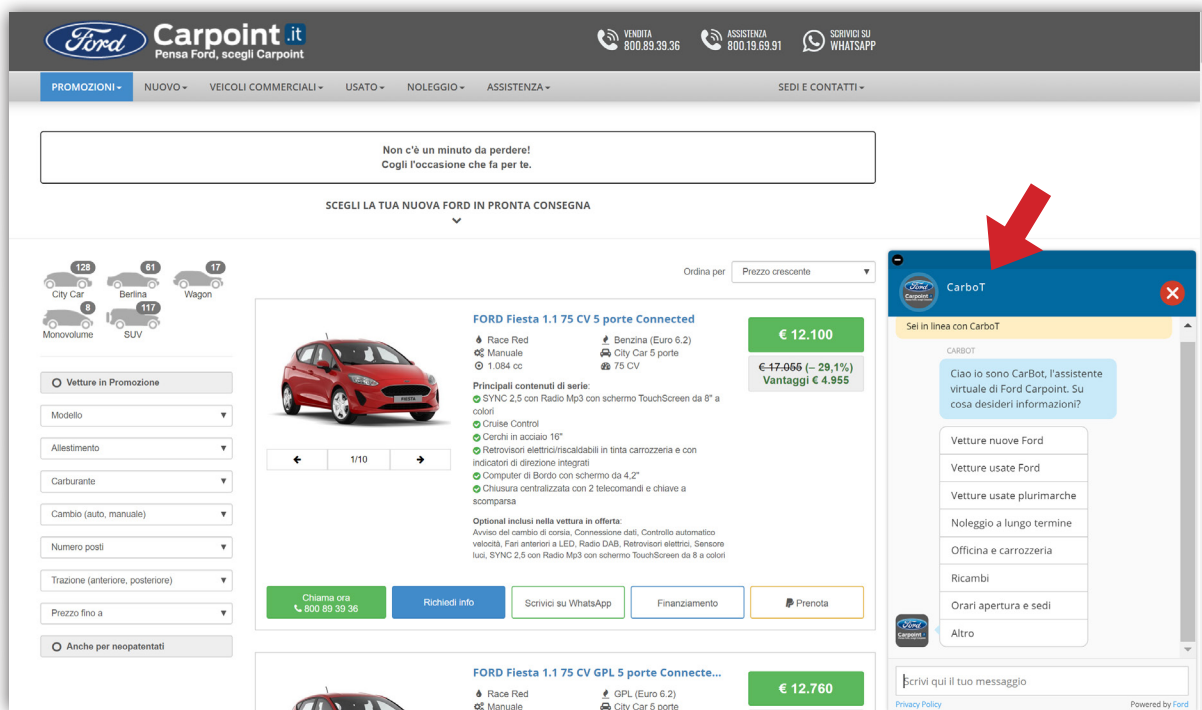


The shopper may be interested in commercial vehicles, rentals, or special promotions. They may also read customer reviews.

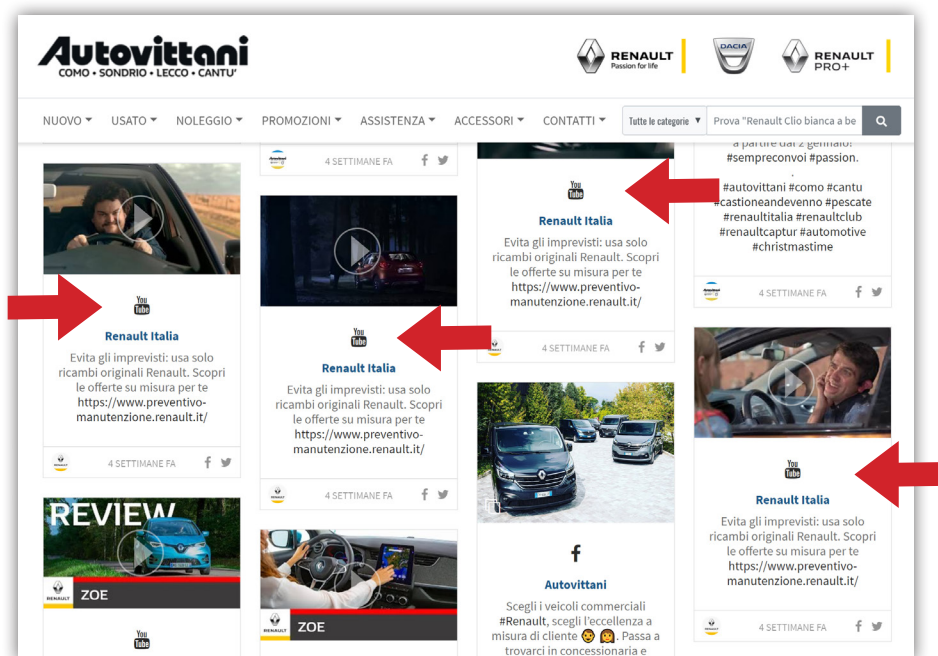
'Find your car' by searching for new, certified pre-owned, used, and zero KM vehicles.

More Search Options. Since the shopper is on the website evaluating vehicles, it's prudent to give them as many options as possible to find their vehicle of choice. The homepage and the CarBot are two examples of diving into inventory. Smilenet also offers a free form text search box so that the shopper can type in exactly what they are looking for. However, there may be customers who don't know what vehicle they prefer so they may start their search by simply selecting the right body style for their needs.


CarBot and Chat. To expedite customers' questions, the Bot can perform simple tasks that are common requests: the customer may want to schedule a test drive, receive a quote, or perhaps they want to view cars that are ready for delivery. The Bot handles their needs quickly. Through Chat, a shopper has the ability to discuss, negotiate, and purchase the vehicle online.





Social News. NEW. With content pulled from Facebook and Twitter, this new social section helps improve the website's ranking in search results and helps customers find their way to the site. Note that video is available on these links (red arrows) which further increases the ranking. Social media provides a great way to maintain top-of-mind awareness with shoppers.




Calls to Action and Service Scheduler. Smilenet websites are designed to instantly cater to the customers' needs, whether they are looking for service, are ready for a test drive, or would like to request a quote.

**Tagliando**
La tua auto ha bisogno di manutenzione? Compila la richiesta di intervento, un nostro incaricato ti contatterà entro 24 ore.
[> PRENOTA OFFICINA](#)

**Test drive**
Sei interessato a una prova su strada? Scegli un modello della nostra gamma e invia la tua richiesta con la data e l'orario preferiti.
[> RICHIEDI TEST DRIVE](#)

**Preventivo**
Vuoi un preventivo su misura? Scegli il modello e invia la richiesta, ti contatteremo per tutte le informazioni che desideri.
[> RICHIEDI PREVENTIVO](#)



**La tua vettura ha bisogno di assistenza?**
Con Autovittani sei in buone mani! Prenota ora il tuo intervento officina.

Tipo di intervento

Marca

Modello




[PROSEGUI >](#)


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Financing Calculator. Incorporating additional lenders this year, Smilenet's flexible calculator provides various methods for purchasing or leasing. Shoppers simply indicate their preferred amount of down payment and the duration of the financing (from 12 - 84 months). Tied directly to the VDP, this tool will also build an optional insurance plan into the monthly payment.

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NUOVO ▾ USATO ▾ PROMOZIONI ▾ SERVICE ▾ NOLEGGIO ▾ CONTATTI ▾



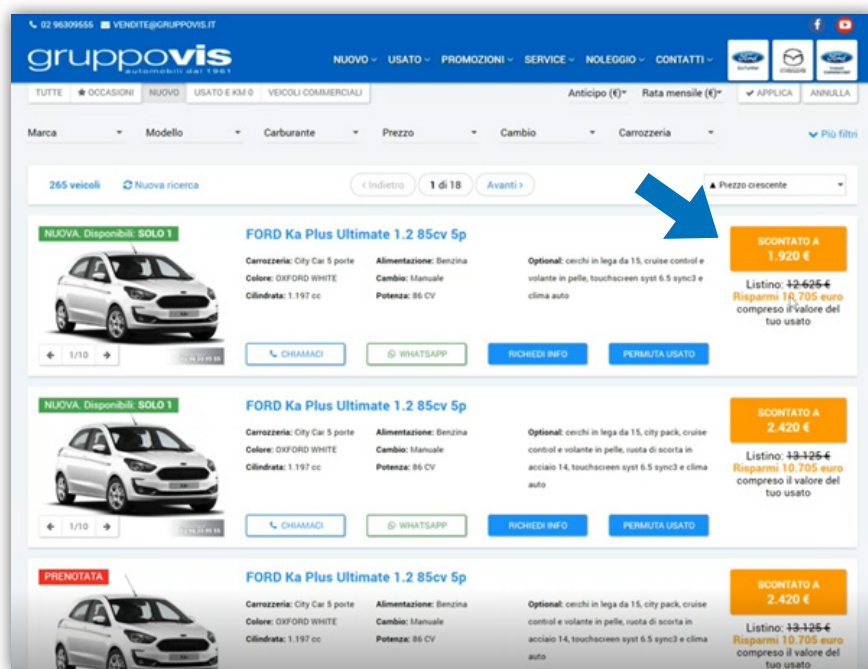
1. Veicolo

FORD Focus 1.5 EcoBlue 120 CV SW Vignale [NUOVA]
26.820 €

2. Configurazione rata
Seleziona l'anticipo qui sotto
0 € 21.500 €
Anticipo selezionato **9.000 €**
Importo da finanziare 18.170 €
Scegli il numero di rate
12 MESI 24 MESI 36 MESI 48 MESI 60 MESI 72 MESI
Rata mensile **342 €**
T.A.N. 4,950 % T.A.E.G. 6,350 % Spese istruttoria 350 €
Costo totale del credito 20.548 €

3. Richiesta
Assicurazione sul prestito
L'importo del premio è finanziato nel prestito. Tutela il tuo rimborso. Contattaci per maggiori informazioni sulla polizza
☐ Sì ☒ No
[INVIA LA RICHIESTA →](#)

Messaggio pubblicitario con finalità promozionale. I valori in tabella sono indicativi e IVA inclusa. La rata finanziaria è comprensiva di spese RID. Offerta valida per il mese in corso. Salvo approvazione dell'istituto di credito erogante. Al fine di gestire le tue spese in modo responsabile e di conoscere eventuali altre offerte disponibili, l'Istituto di Credito erogante ti ricorda, prima di sottoscrivere il contratto, di prendere visione di tutte le condizioni economiche e contrattuali, facendo riferimento alle Informazioni Europee di Base sul Credito ai Consumatori presso il punto vendita. Salvo approvazione dell'Istituto di Credito erogante. Gruppovis S.p.A.: fornitore di beni e servizi, per la promozione e collocamento di contratti di finanziamento dell'istituto di credito erogante per l'acquisto dei propri beni e servizi e legato da rapporti contrattuali con uno o più finanziatori.

Trade-in. When the plate number of the vehicle and the owner's information is inserted into the trade-in form, the system will calculate the vehicle's trade-in value. This information will be reflected on the pricing for each of the vehicles being viewed, showing how much can be 'saved' with the trade-in.



Leasing. Smilenet has developed new customized websites dedicated to leasing. It allows the shopper to change the duration of the lease and the number of miles and then calculate the monthly lease fee. The shopper can easily filter their vehicle choice by model or type – Sedan, SUV, Minivan, etc.

Google Analytics Events – CPE Website Compliant. Smilenet supports the PCG Specification for Google Analytics which gives dealers detailed event tracking and standard conversion goals to inspect marketing investments and website performance. Smilenet is able to track the quality traffic on the website; providing specific goals for new cars, used cars, after sale products, the trade-in system, and leasing. That data is then used to build new marketing lists that can be activated on Facebook and Google for retargeting campaigns.

What do dealers say about Smilenet Top Website Platform?

"We continue using Smilenet for the high level of support we receive. We are very demanding and very active in coming up with different proposals to the market which requires a continuous customization to the platform. So far, the platform has proven both stable and flexible in line with the image we need. Thanks to Smilenet, we enjoy trying new web solutions and plugins which are steering us towards an e-commerce approach to car sales."

Domenico Chianese
CEO
Carpoint S.p.A.