

Digital Retailing

**Convert 30% of your online leads
into in-store deals.**

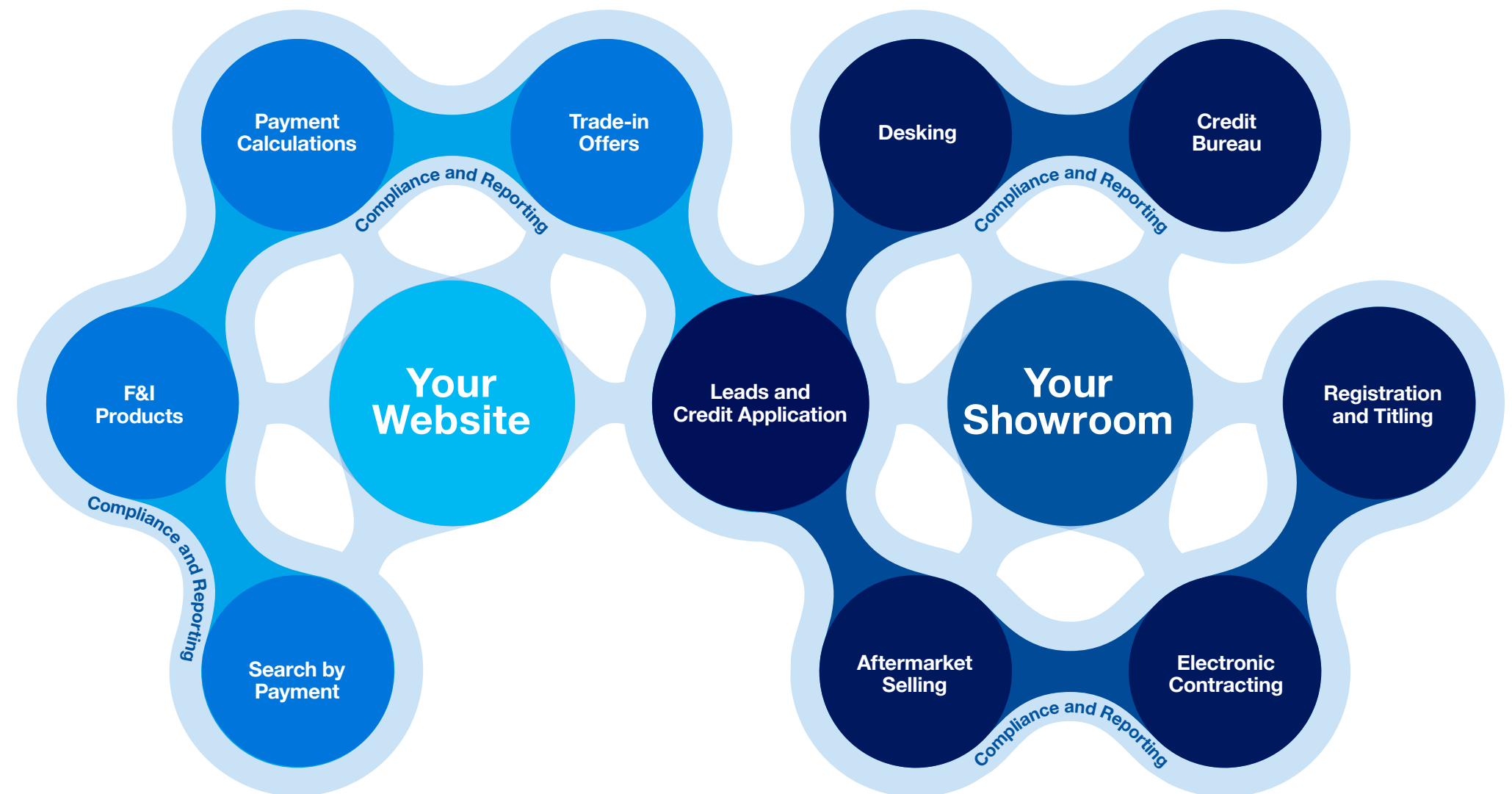
Unite your Online and In-store Sales and F&I Workflows.

Dealertrack Dealflow Advantage links the online customer journey with the in-store Sales and F&I process by creating an efficient path-to-purchase that helps convert more of your website's shoppers into in-store buyers.

With Digital Retailing tools, shoppers can jump-start the buying process on your website, saving time for themselves and your staff when they get to the showroom. Our tools are simple to manage and easy to add to your current website.

Dealertrack Dealflow Advantage features and benefits:

- Quickly identify hot opportunities that originate from your website, and seamlessly work them through one platform
- Eliminate double-data entry and push consumer data into Dealertrack and your CRM
- Protect your dealership by automatically running optional Red Flags Identification Checks
- Automatically route consumers' credit application to participating lenders
- Maximize F&I profits with accurate rates and easy-to-use menu selling presentation
- Submit contracts electronically to lenders and improve your customers' buying experience



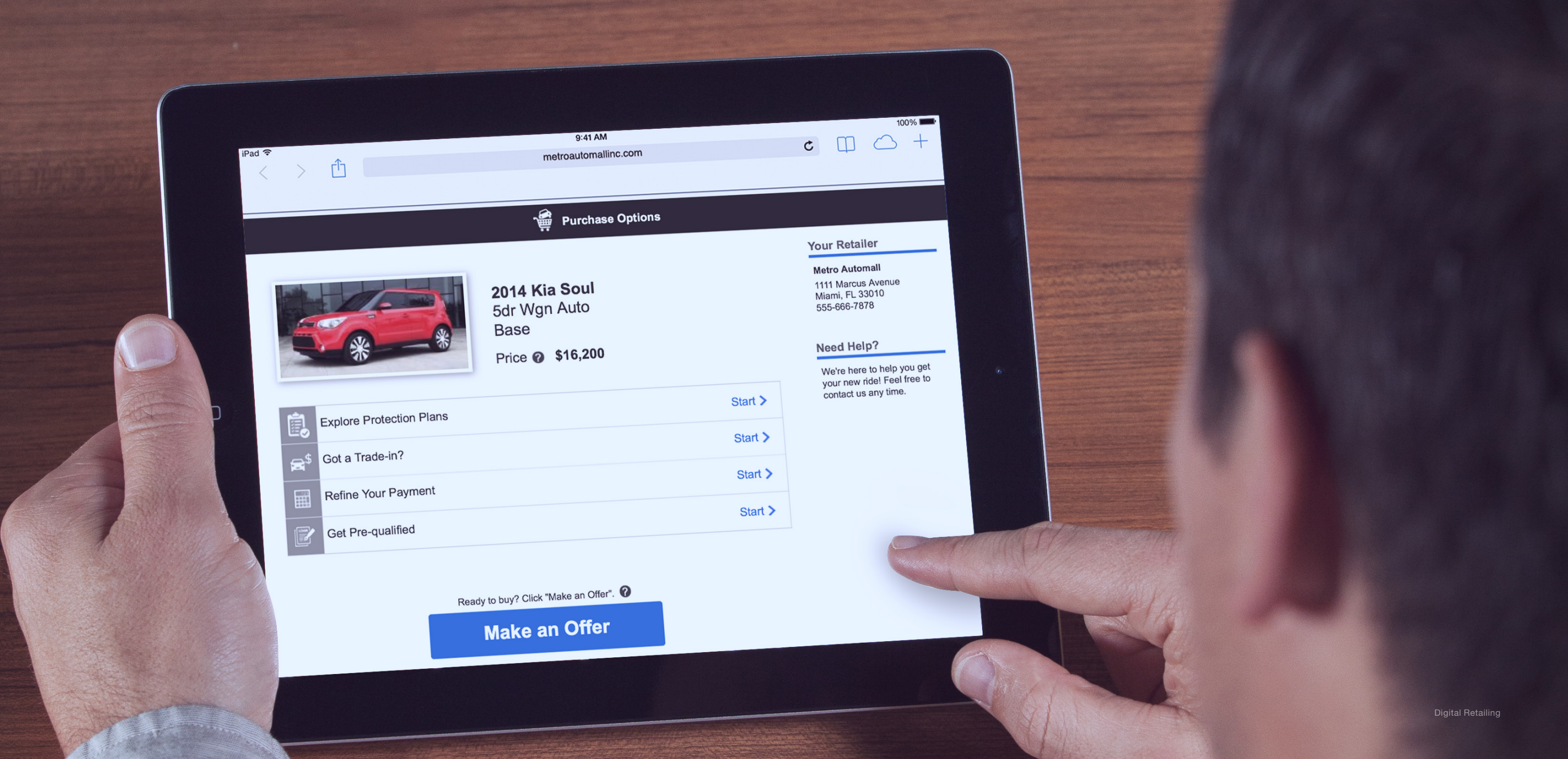
Your Website is the Start of the Sales Process.

Today's automotive shoppers spend more time researching their next vehicle online and less time in the physical showroom.

Dealertrack Digital Retailing is designed to cater to shoppers who prefer to do more of the major purchasing steps on a dealer's website, giving them the flexibility to intelligently search inventory, calculate vehicle-specific payments, value their trade-in, apply for financing, and

even explore F&I products—whether they're on a laptop, desktop, tablet, or smartphone.

The result is customized, continuous engagement that quickly turns more of your website's shoppers into buyers.



Drive Conversions. Stay in Control.

Dealertrack Digital Retailing features a consumer-centric, responsively designed workflow optimized to guide a shopper's path to purchase.

Dealers retain control over all information and options presented through Digital Retailing—just like they do in the showroom—while providing shoppers with the ability to jumpstart the buying process from virtually anywhere.

Bringing all the deal information together in real-time on your website not only makes the shopping process simpler, it creates actionable leads and in-store visits that require far less time and effort from your staff.

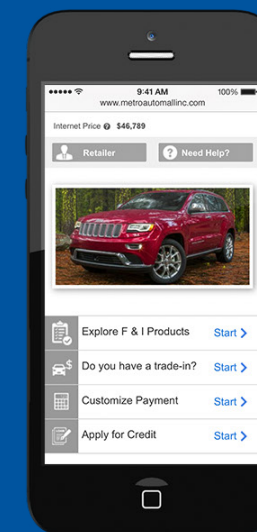
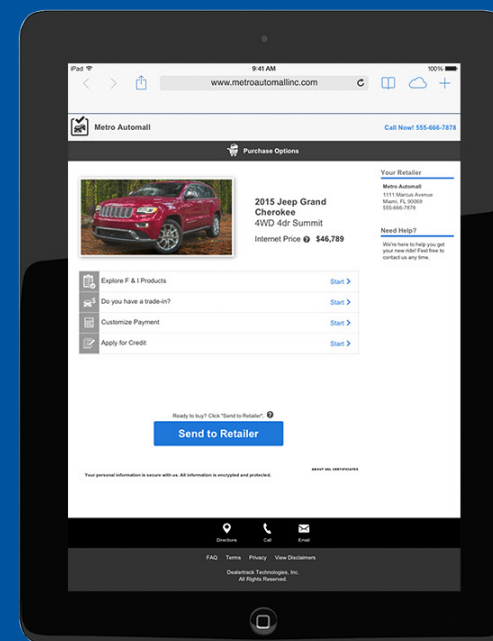
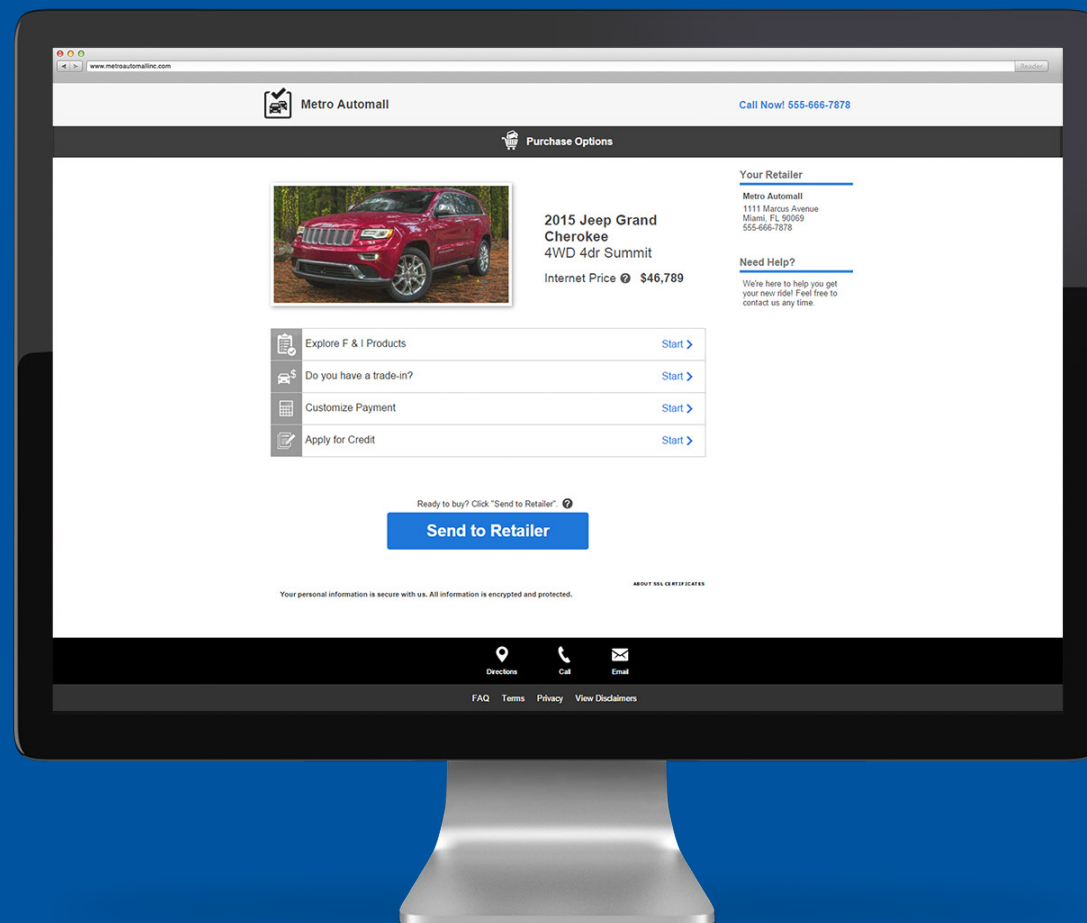
Search by Payment

F&I Products

Payment Calculations

Trade-in Offers

Credit Applications



Dealertrack Digital Retailing lets you:

- Display accurate, dealer-controlled payments and pricing for new and used vehicles—including taxes and fees where available
- Use loan and lease calculations using: APRs from your selected lenders, manufacturer residuals, and incentives
- Include your dealership reserve and rate mark-up
- Generate instant trade-in offers that are vehicle and dealer-specific
- Drive profit-ready finance leads through short-form inquiries or full credit applications
- Integrate financing and trade-in into vehicle inventory workflows
- Present F&I product options

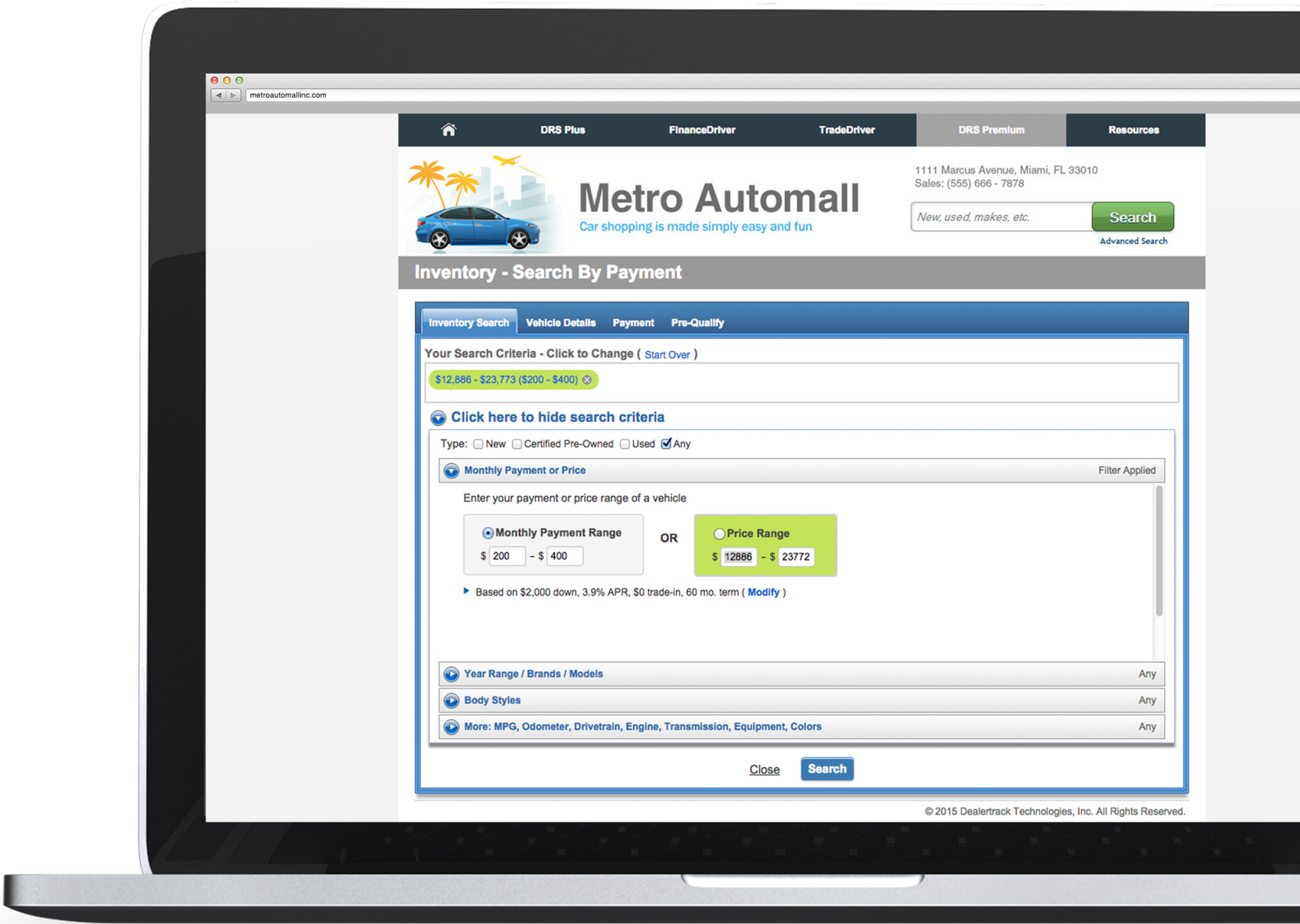
Search by Payment

Let website visitors search your inventory by monthly payment and more.

With **SmartFind**, online shoppers can search your inventory by vehicle type, vehicle detail, and monthly payment. SmartFind users are also presented with partial match results if an exact match isn’t currently available, keeping them fully engaged and on-page longer.

Digital Retailing’s Search by Payment includes:

- A consumer’s search returns results every time
- Accurate dealer-controlled payments and pricing
- Side-by-side vehicle comparisons
- Summary and detailed vehicle results



F&I Products

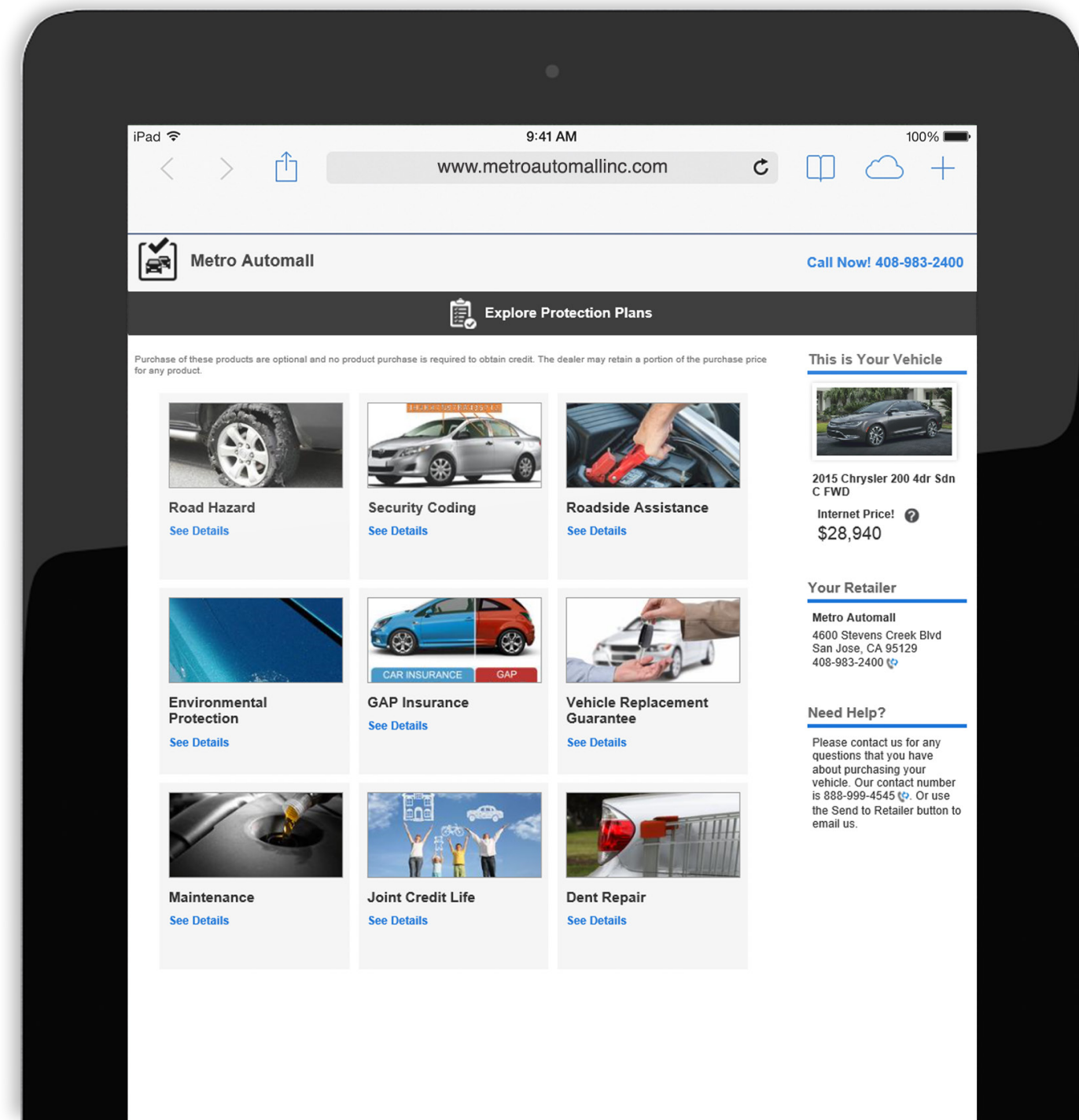
Engage shoppers with F&I products on your website.

Fully engage shoppers and set the stage for increasing F&I sales with **MenuDriver™**. This powerful tool increases F&I product visibility by integrating these products on your website—such as extended service contract, GAP insurance, prepaid maintenance and more—into your Digital Retailing workflow. You can also ensure consistent and professional presentations with full product summaries and details you can choose to present to shoppers.

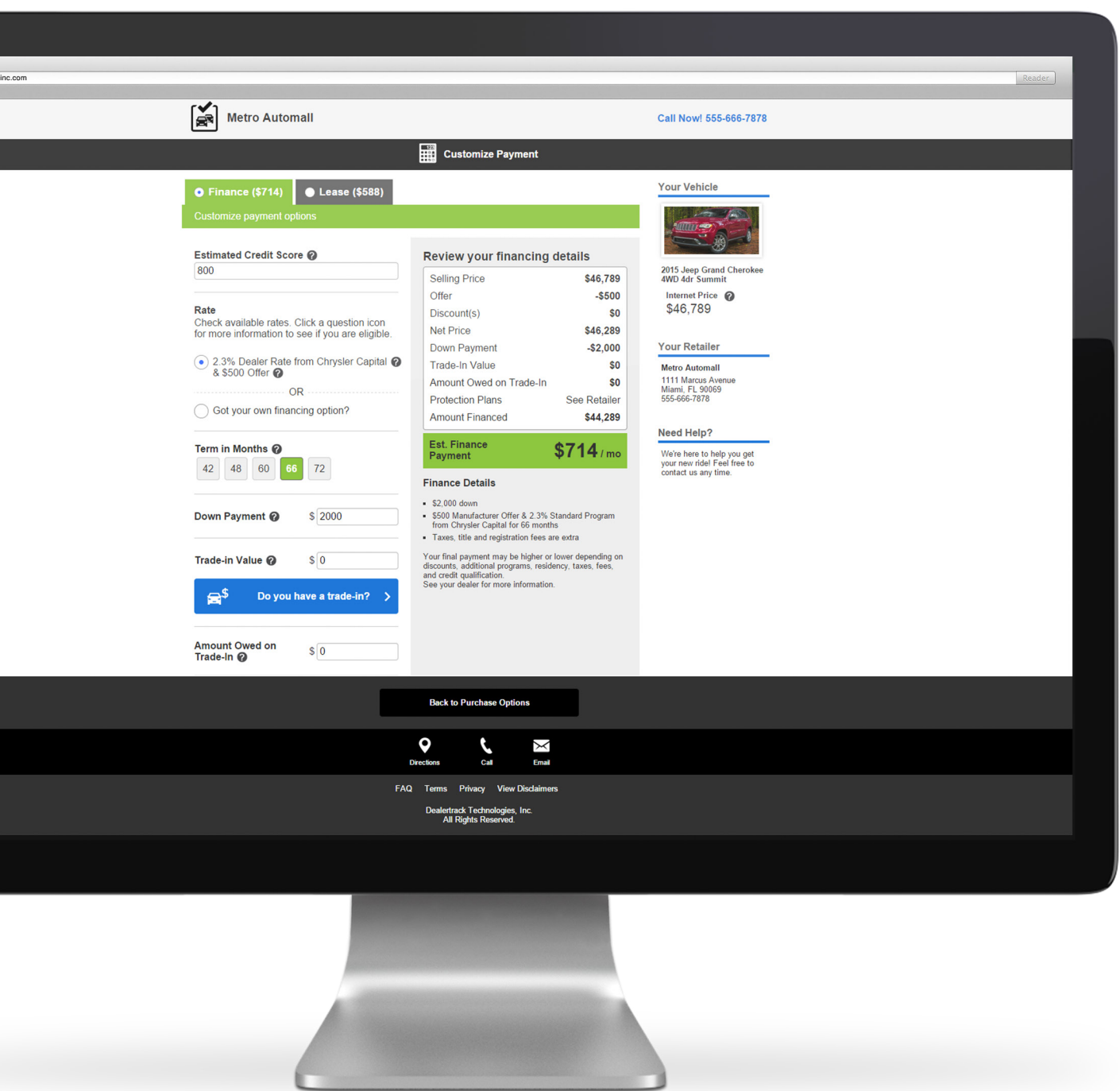
All products are vehicle and dealer-specific and presented to shoppers based on vehicle condition and loan type. You have complete control over content, and can seamlessly show the same products online and in-store.

Digital Retailing's F&I Products help you:

- Educate shoppers early on and increase demand for F&I products in the showroom.
- Increase engagement and time spent on your website.
- Maintain complete control over products displayed and change content at any time.



Payment Calculations



Present vehicle-specific, dealer-controlled monthly payments.

The moment a shopper realizes they can afford a particular car is the moment a sale becomes much more likely. Within Dealertrack’s Digital Retailing solution, **PaymentDriver®** is an intelligent online calculator that helps your online shoppers generate an accurate first-pencil, monthly payment estimate—not a best-guess number.

You can also deliver side-by-side, vehicle-specific, first-pencil payment calculations based on actual finance program data you select and control. PaymentDriver gives you the power to present real APRs, residuals, and incentives for VIN-specific new and used vehicles. You can even include reserve and rate mark-ups in the monthly payment, and show shoppers in real-time how their down payment amount, term, trade-in value, and credit score can impact their monthly payment.

Payment Calculations within Digital Retailing can:

- Provide current Annual Percentage Rates from lenders you select
- Show estimated state and local taxes, DMV fees and dealer fees due upfront or rolled up as a monthly payment where available
- Display VIN-specific residuals
- Apply lender and manufacturer rebates and incentives
- Include your dealership reserve and rate mark-up

Trade-in Offers

Help shoppers start the trade-in process on your website.

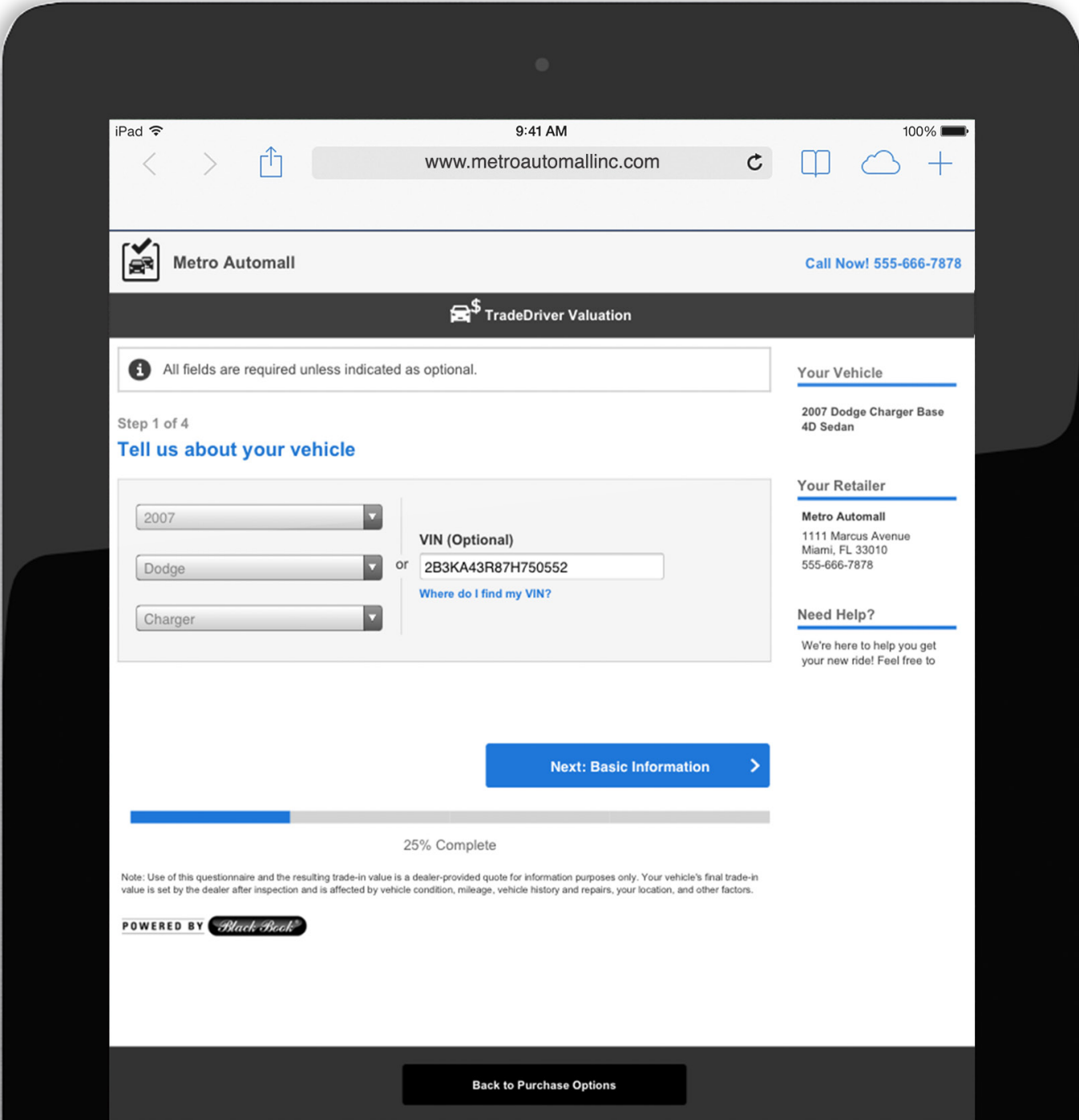
With **TradeDriver**®, you can provide shoppers with realistic trade-in offers on your website. Using model-specific price adjustment controls, you can attract the most desired vehicles and drive more customers to your dealership.

TradeDriver combines Black Book®* data, detailed condition adjustments and editorial expertise, along with Dealertrack’s real-time view into the retail market, and complete dealer-customized pricing controls to help you get the inventory you need at the right price. Dealers retain control of the process and the presented offer, and can opt out of vehicles they don’t need or want. The trade-in value is not finalized until the physical inspection of the vehicle.

Trade-in Offers within Digital Retailing let you:

- Drive serious trade-in ready shoppers from your website to your showroom
- Retain control, and opt out of vehicles you don’t need or want
- Instantly provide offers that are vehicle and dealer-specific
- Use your store’s historical transaction data to make better offers, when combined with Dealertrack’s Inventory+

*Black Book® is a registered trademark of Hearst Business Media Corporation.



Credit Applications

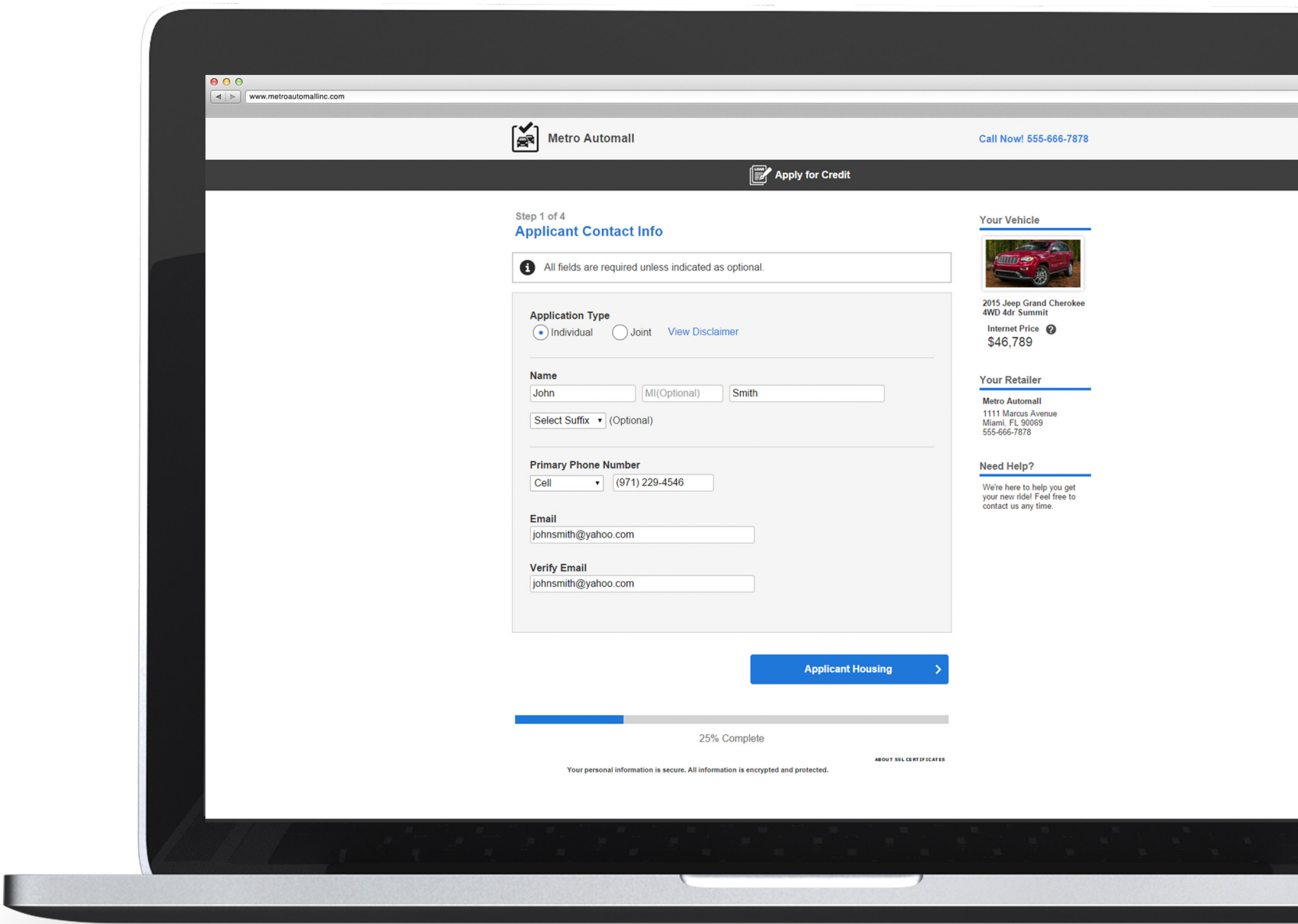
Drive more finance-ready deals from your website.

Dealertrack’s online credit application, is an easy and secure way to capture consumer data from your website. You can offer a short-form inquiry to prequalify consumers based on your dealership’s finance criteria, or allow consumers to complete a full online credit application.

Once the shopper enters their information into the credit application, it can be routed to Dealertrack and any CRM solution. In addition, to help save even more time on the deal, you can automatically route online credit applications that pass a criteria check to your choice of participating lenders through Dealertrack. With **FinanceDriver®**, you can simplify the F&I process while generating quality finance leads.

Credit Applications within Digital Retailing give you the power to:

- Generate quality finance-ready leads through short-form inquiries or full credit applications
- Push consumer data into CRM and Dealertrack
- Integrate financing into vehicle inventory workflows
- Protect your dealership by automatically running optional Red Flags Identification Checks
- Automatically route consumers’ credit application to participating lenders



Digital Retailing Gets Results.

Drive sales from your website like never before.



Approval rates for submitted applications¹.

¹Approval rate based on consumer credit applications started with FinanceDriver® on dealership websites and then submitted through the Dealertrack Credit Application Network. Based on Q1 2014 data.



Lift in website leads during the first 30 days of using Dealertrack Digital Retailing².

²Based on a sample segment of dealers who have dealership websites that are powered by Dealertrack and who are new subscribers of FinanceDriver.



Increase in lead-to-sales ratio with Digital Retailing websites³.

³Based on July - October 2014 average close rate for dealers using FinanceDriver.



More overall profit⁴.

⁴Based on market research comparing 19,507 Digital Retailing transactions to non-Digital Retailing transactions of 21 dealers across the country using the plug-in Digital Retailing solution from June 1 to December 16 2014.

Port City Nissan Case Study

Within a month of implementing Dealertrack Digital Retailing, Port City Nissan experienced:

- **More quality leads**
71% increase in website leads.
- **Increasing new vehicle finance sales**
23% increase in finance penetration, about \$200 more per copy.
- **Closing more Internet leads**
A new benchmark of 49% Internet lead-to-sale close rate on finance leads.
- **Winning more trades**
90% of trade-in leads converted to a sale or led to a new purchase.
- **Boosting new vehicle gross**
69% higher front-end profits, about \$700 more per copy.
- **Shifting new to used ratio**
Sales shifted from 30% used and 70% new to a more profitable 50/50 ratio.

“The perception of moving these critical steps online is that we’re giving up gross, but Digital Retailing has increased our profitability.”

- Kevin Shevelin, General Sales Manager, Port City Nissan



Acura Carland Case Study

Using Dealertrack Digital Retailing
yielded real results for Acura Carland:

- **Connecting with more serious shoppers**
Doubled the BDC lead-to-contact ratio, contributing to a higher lead-to-sale ratio.
- **Winning more deals**
337% higher conversion rate than their average 8% conversion rate from typical Internet leads.
- **Generating profit-ready deals on new vehicle sales**
64% higher gross profit for new vehicles over non-Digital Retailing sales.
- **Generating profit-ready deals on used vehicle sales**
9% higher average used gross per copy.
- **Reducing reliance on third-party lead providers**
Finance-ready leads that deliver a 35% lead-to-sale close ratio right from their website.
- **Trimming overall transaction time**
Consumer's time spent in-store was reduced to about 1 hour.

“The tools that Dealertrack provides help the shopper, and my staff know exactly who they are and what they are trying to accomplish.”

- Mauricio Hernandez, Nissan General Manager, Acura Carland



Transforming Automotive Retail

Dealertrack Technologies is the leading provider of the web-enabled technology solutions that drive progress in North America's retail auto industry. We are in business to provide our customers with the technology tools and services they need to manage inventory, transact vehicle sales, and operate their businesses with maximum effectiveness and efficiency. Dealertrack is continuously improving the unification of three key workflows – vehicle marketing, car-buying transactions, and dealership operations. Our aim is to add clarity, confidence and pleasure to the car-buying experience. We are proud to support the economic well-being of our nation's dealerships and the communities they serve.

Dealertrack.com

888.705.7926
1111 Marcus Avenue, Suite M04
Lake Success, NY 11042

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