



**FOR IMMEDIATE RELEASE**

## **xChange Automotive Uses DataOne to Convert Dealer Social Media Reach into Sales**

**Beverly, MA- August 20, 2014** – [DataOne Software](#), a division of Dominion Dealer Solutions and a leading provider of automotive data and software solutions, reports in a newly released study that its comprehensive and detailed vehicle data has enabled xChange Automotive to develop a cutting-edge Facebook application. Using DataOne’s OEM Service Schedules and [Extended Vehicle Data](#), xChange’s application, Helios, uses an engaging social experience for online vehicle shopping and scheduling services to increase dealership sales and profits.

Located in Charlotte, N.C., xChange Automotive provides mobile and social solutions for dealers, lenders and remarketers, with a primary focus on applications that increase vehicle sales, finance and servicing opportunities. xChange CEO Charles Shamblee recognized the untapped potential in engaging with customers and prospects through Facebook, and developed an integrated Facebook marketing and engagement application called Helios to drive more business for dealers.

To generate an impressive ROI, Helios requires complete and accurate vehicle data along with preventive maintenance and recall information. DataOne was a perfect match for xChange Automotive, meeting all their data needs with a flexible delivery system tailored to the application.

“The (vehicle) data from DataOne helps our app perform predictive analysis that produces relevant information we use to create targeted communications,” said Shamblee. “The app knows recall information and preventive maintenance, and that’s all through the VIN information we get from DataOne.”

“Our data is optimized to power targeted marketing efforts,” according to DataOne Software GM Jake Maki. “We are excited to see xChange create an application that utilizes the advantage our data provides, converting social reach into real vehicle and service sales for dealers.”

“The Helios platform correlates a large amount of automotive data from DataOne related to vehicle marketing and vehicle maintenance, then translates this data into relevant and contextual calls to action within the social medium,” commented Josh Pereira, business development manager at DataOne. “We are very pleased to see our data providing significant value to dealers through Helio's social media optimized engagement.”

Click on the link below to learn more about how xChange leveraged DataOne’s vehicle identification and [recommended service data](#) to create an application that increases dealers’ social reach and converts opportunities to sales at a remarkable rate.

Case Study: [DataOne / xChange Automotive](#)



## **About DataOne Software**

Since 1999, DataOne Software has fulfilled unique content and data needs in the automotive marketplace, providing businesses with cost-effective data integration and support for rapid technology development. The company sources automotive and related content including data and media, and was one of the first companies to make automotive content available by web service. Today, DataOne Software, as a division of Dominion Dealer Solutions, provides data and materials to most segments of the automotive industry including insurance, warranty and service contract sectors, transportation, federal and state agencies, newspaper and print, as well as the auto dealer marketing sector. For more information about DataOne Software automotive content, visit [www.dataonesoftware.com](http://www.dataonesoftware.com) or call 877.438.8467 or e-mail [sales@dataonesoftware.com](mailto:sales@dataonesoftware.com).

## **About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions' marketing performance system includes: lead generation, mobile apps, reputation management solutions, web-based customer relationship and lead management tools; custom digital marketing tools including websites, SEO, SEM, digital advertising, specialized data aggregation; and, inventory management analytics including market reports. Every OEM and more than 60 percent of auto dealers nationwide utilize the Dominion Dealer Solutions' technologies to solve their marketing challenges.

Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, parenting, and travel industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Spain and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market leading websites. Millions of For Rent® and HotelCoupons.com® publications are distributed across the U.S. each year. For more information, visit [DominionEnterprises.com](http://DominionEnterprises.com).