



Dealer eProcess **CASE STUDY**

GENERATING
LEADS FOR
DEALER CLIENTS

Dealer eProcess

Dealer eProcess generates up to 30 percent more lead forms for dealer clients thanks to DataOne Extended Vehicle Data

Dealer eProcess is always on the cutting-edge of the latest new technology in web design, search engine optimization (SEO) and search engine marketing (SEM) for the automotive industry. In business for eight years and with over 1,000 dealer clients nationwide, the company excels at creating comprehensive Vehicle Detail Pages (VDP) and inventory-specific advertisements that generate up to 30 percent more lead forms for their dealers. A crucial component of their success: VIN decoding and Extended Vehicle Data from DataOne.

Moving more vehicles with enhanced VDPs

Dealer eProcess knows that the VDP is the most important page of any dealership website. Shoppers who hit these pages are low in the sales funnel and ready to buy. The catch is that these pages must be detailed and comprehensive to convert serious shoppers. Simple VIN details just won't cut it. That's why Dealer eProcess depends on DataOne's Extended Vehicle Data. From specifications such as fuel capacity and max seating, to warranty, MSRP and crash test ratings, DataOne delivers it all. As Dealer eProcess owner Dave Page explains, "Today, the VIN is not enough; it only tells half the story. If dealers are missing data points, they won't move the car. DataOne provides us with additional data so we can create enhanced vehicle detail pages that generate 25 to 30 percent more form leads."

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Dave Page,
Owner, Dealer eProcess

Extended data from DataOne is particularly helpful when moving non-franchise used vehicles. It turns every dealer into an expert, and opens up new sales strategies. For example, by including MSRP and invoice pricing on VDP, dealers can highlight their best deals. "Let's say we have a Ford dealer with a 2009 BMW 3 series in inventory," explains Dave. "We can show that original MSRP was \$38,000, but today it's priced at \$19,000. This is a powerful pricing strategy that's possible thanks to DataOne."

Fueling an inventory-based advertising system

With help from DataOne, Dealer eProcess is able to use its proprietary Digital AMMP marketing platform to turn a dealer's inventory into an unstoppable force of inventory-specific ads. The platform generates ads for each specific vehicle on the lot, helping dealers snag buyers searching for high-level specifics, like make and model, and those seeking very specific details like navigational package or crash test ratings. "Because we have all this detailed data from DataOne, we can write 10 specific ads per vehicle versus three ads based on generic data," says Dave. "That's a huge advantage."

Working with a nimble and responsive partner

Dealer eProcess needs a partner that's as nimble and responsive as they are with each of their clients. That's exactly what they get with DataOne. "I don't want to be a number; I want a partner, and that's what DataOne is," says Dave. "If I need something, they get back to me within minutes. And they always follow through on what they say they are going to do."

Dealer eProcess depends on DataOne to help them deliver results for their over 1,000 dealer clients. Thanks to DataOne's true partnership and comprehensive data, their dealers are generating up to 30 percent more lead forms and leading low funnel buyers straight into the showroom.

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ABOUT Dealer eProcess | www.dealereprocess.com

Dealer eProcess is an automotive digital solutions provider. At the core of all of their products are dealer websites, which are best known for their innovative work and NON TEMPLATE driven approach. Dealers have a choice with Dealer eProcess' product and that's important to them. Powering these websites is Dealer eProcess' unique approach to marketing and traffic building by their product [Digital AMMP](#).

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TO TO SPEAK WITH YOU ABOUT YOUR
SPECIFIC NEEDS

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