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## Dealer e-Process Uses DataOne's Vehicle Data Solutions to Generate More Leads for Dealer Clients

**Beverly, MA- September 10, 2014** – [DataOne Software](#), a division of Dominion Dealer Solutions and a leading provider of automotive data and software solutions, today released a case study detailing the advantages Dealer e-Process has realized by utilizing DataOne's automotive data solutions. The case study shows that DataOne Software's VIN Decoding and Extended Vehicle Data have been essential tools in Dealer e-Process' enhancement of its existing dealer products and its growth to more than 1,000 dealer clients.

Located in Downers Grove, Ill., Dealer e-Process is an automotive digital solutions provider that has been particularly successful in designing fully optimized and high-converting dealer websites. Dave Page, owner of Dealer e-Process, recognizes the importance of vehicle detail pages in a dealer's website conversion rate, and uses DataOne's solutions to equip those pages with much more than basic VIN information.

DataOne's [Extended Vehicle Data](#), tied to its [VIN Decoder](#) service, provides much more information than is available from the VIN number alone. That information includes important vehicle details such as safety equipment, MSRP, standard and optional installed equipment, as well as third-party crash test ratings and awards. All of these components help persuade potential buyers to convert on dealer websites and move closer to a purchase. "DataOne provides us with additional data so we can create enhanced vehicle detail pages that generate 25 to 30 percent more form leads," said Page.

Dealer e-Process is also able to utilize the extended vehicle data for inventory-specific ads. "Because we have all this detailed data from DataOne, we can write 10 specific ads per vehicle versus three ads based on generic data," said Page. "That's a huge advantage."

According to DataOne Software General Manager Jake Maki, "Our vehicle identification solutions provide much more detail and vehicle-specific content than what is encoded in the VIN. Dealer eProcess is using this advantage to create an inventory listing that attracts and converts online vehicle shoppers at a significantly higher rate."

Click on the link below to learn more about how Dealer e-Process utilizes DataOne's VIN decoding and Extended Vehicle Data services to increase dealer client leads and create dealer inventory-specific advertising.

Case Study: [DataOne / Dealer e-Process](#)



## **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), 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).