



FOR IMMEDIATE RELEASE

DataOne Provides Comprehensive Vehicle Data to Power Interactive 360's Innovative Products and Services

Beverly, MA- September 24, 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 success Interactive 360 has attained by switching to DataOne's vehicle data solutions. The highly accurate vehicle descriptions and seamless integration provided by DataOne Software help Interactive 360's versatile automotive products and services perform to their full potential.

Interactive 360, located in Amarillo, Tex., provides web-based CRM software, training and consulting, website design and hosting, and digital marketing services to automotive dealerships and other businesses. A well-rounded, dynamic operation like Interactive360 requires the best and most comprehensive vehicle data. With their previous vehicle data provider, however, they were getting inconsistent and limited data.. In addition, the vehicle descriptions provided did not meet OEM marketing requirements. "Our customers were getting flagged by the manufacturers for not describing vehicles correctly," said Interactive 360 CEO Rick McClely.

McClely and his company needed a vehicle identification solution that could provide more reliable and consistently compliant vehicle data.

"Maintaining OEM marketing compliance for dealers' websites and inventory listings is a challenge that many dealer service providers face," said Jake Maki, DataOne Software general manager. "Fortunately, choosing the right data provider can go a long way toward meeting that challenge. Our data provides vehicle details and style descriptions that are compliant with all OEM marketing standards."

DataOne's [Advanced VIN Decoding Logic](#) and Extended Vehicle Data proved to be a much better fit for Interactive 360. "When we saw what DataOne could provide, we had to make the switch," said McClely. "We don't have to worry about data coming in inaccurately or doing any manual configurations. We trust DataOne to always deliver."

Click on the link below to learn more about how DataOne has impacted the effectiveness of Interactive 360's suite of products and services through seamless integration of extensive and reliable [vehicle data](#).

Case Study: [DataOne / Interactive 360](#)

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, call 877.438.8467 or e-mail 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.