



**FOR IMMEDIATE RELEASE**

## **PerfectFit Vehicle Search Software Offers Benefits to Both Sites and Visitors**

**Beverly, MA - January 27, 2014** – DataOne Software, a division of Dominion Dealer Solutions and a leading provider of automotive data and software solutions, today released its [PerfectFit™ Vehicle Shopper](#) Software. The software uses DataOne’s PerfectFit technology to support a unique vehicle shopping experience built around consumers’ values and needs. PerfectFit technology provides both automotive dealers and online portals with a unique and powerful way to engage potential buyers.

“With more than 3,000 vehicle combinations to sort through in a given model year, online vehicle shoppers are looking for ways to make finding the right vehicle faster and easier, “ noted Jake Maki, General Manager of DataOne Software. “Our PerfectFit Vehicle Shopper helps users identify the vehicle attributes and equipment that are important to them, then finds and ranks the vehicles that are a best fit for them and their budget.”

PerfectFit Vehicle Shopper offers a simple, intuitive vehicle shopping and research experience that attracts and converts automotive site visitors. The software also provides users the ability to research and compare vehicles returned by their search, with a focus on the individual consumer’s search priorities. The visitor’s unique search values, that drive vehicle consideration, are captured at the beginning of the car shopping experience. This behavioral data can be used in initial sales follow-ups, as well as to power targeted remarketing campaigns for both leads and visitors who do not convert immediately.

The PerfectFit Vehicle Shopper display supports a moderate amount of customization to match either dealership or automotive portal site design and branding. In addition, DataOne Software offers its [PerfectFit Vehicle API](#) for clients looking design their own solutions using this powerful, user-focused search technology.

### **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, 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, and the auto dealer marketing sector. For more information about DataOne Software automotive content, visit [DataOneSoftware.com](http://DataOneSoftware.com), call 877.438.8467 or e-mail [sales@dataonesoftware.com](mailto:sales@dataonesoftware.com).

### **About Dominion Enterprises**

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, employment, 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<sup>®</sup>, Employment Guide<sup>®</sup> and HotelCoupons.com<sup>®</sup> publications are distributed across the U.S. each year. For more information, visit [DominionEnterprises.com](http://DominionEnterprises.com).

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