



# AutoRevo

## CASE STUDY

CUSTOMIZED DATA  
SOLUTIONS HELP  
SCALE BUSINESS

**DATAONE**  
SOFTWARE

## AutoRevo

### AutoRevo Advances their Product Alongside DataOne's Personalized Services

AutoRevo, founded in 2004, has evolved from a digital marketing company to a data aggregation, distribution, and communications powerhouse, primarily serving independent dealerships. The company had worked with the same data partner for over 20 years, but encountered roadblocks that hindered their ability to best provide the customer-centric functionality they envisioned for their clients. AutoRevo consequently revisited their options for a new data provider, focusing on finding an active, committed partner whose solutions could support their product vision and projected growth.

**“When making the switch to DataOne, we knew we needed a data provider that was confident in innovation and could provide a partnership in driving our business growth,” said Bill Berry, General Manager of AutoRevo. “We wanted to see both sides – what the data is like for [our previous data provider], and what DataOne could offer.”**

The decision to work with DataOne was ultimately driven by both the quality of their data and their ability to adapt and scale alongside AutoRevo's changing needs. The decision has paid off, as DataOne's delivery of customer-focused solutions has helped to enrich AutoRevo's innovative product suite.

### Working With A Customer-Focused Partner

AutoRevo noted that the most painful aspect of their relationship with their previous provider was receiving timely and useful customer service responses. “There were many issues with [our previous data provider],” said Berry. “The company size didn't allow for the personalization of the services we needed, new feature releases were unknown because it wasn't communicated, and we were still on a legacy vehicle database setup that was no longer serving our business. We needed to move forward on a more advanced data delivery.”

*“The experience of unhooking from our previous provider was painful, but worth the switch.”*

Bill Berry  
General Manager, AutoRevo

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AutoRevo needed a reliable and responsive partner who could quickly respond to and resolve their requests, which were key factors in their decision to work with DataOne. “The experience of unhooking from our previous provider was painful, but worth the switch,” said Berry. “DataOne stands out with their customer service and the communication is very easy. Within minutes to an hour of submitting a ticket, the problem is solved.” DataOne’s exceptional customer service has proven to stand out with AutoRevo through fast response times, easy communication, and zero downtime.

## DataOne Strengthens AutoRevo’s Vehicle Description Tool

AutoRevo’s AI-driven vehicle description builder tool required an intelligent data foundation in order to build compelling messaging within their Vehicle Description Pages (VDP). DataOne addresses this need through a sophisticated scoring system that determines the relative importance of vehicle equipment when generating new and used “for sale” listings. “We use the data provided to generate our vehicle descriptions to read like a story and make the listings digestible for customers,” said Berry. Establishing scores on a 100-point scale, this product empowers dealer solution providers to instantly emphasize relevant, new-to-market features, and highlight the modern and differentiating features of a vehicle. This approach ensures that essential and sought-after options and packages are given the top priority in the vehicle description.

*“DataOne’s weighted equipment values are incredibly detailed. Having this allow us to pick what we want to talk about and it benefits our next generation tools like AI and promotional modules.”*

Implementing DataOne’s scored equipment values has enabled AutoRevo’s tools to reliably promote the most appealing vehicle features (and omit more conventional details), ensuring that listings are concise and impactful. Additionally, AutoRevo was able to easily showcase vehicle details without taking on the highly manual process of normalizing vehicle details, by adopting DataOne’s automated standardization for OEM-specific terminology. By acting as the engaged data partner AutoRevo desired, DataOne has helped identify and address their specific needs and deliver a solution that aligns with their product goals.

## Conclusion

DataOne serves as a valued partner in AutoRevo's mission to generate results for its clients. This partnership is defined by responsive and engaged customer service, the ability to effectively advocate for customers, and the seamless integration of weighted equipment values for window sticker data. The transition from AutoRevo's previous data partner to DataOne has been a crucial component to the long-term support of their product roadmap.



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### ABOUT AutoRevo | [www.autorevo.com](http://www.autorevo.com)

AutoRevo began in the automotive digital marketing space in 2004 and has advanced to data aggregation, distribution, and communications, geared towards independent dealerships. Thousands of dealers nationwide have used AutoRevo for their Custom Websites, Inventory Management, and Digital Messaging.

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