

# COX AUTOMOTIVE

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Dealer.com



VinSolutions

# BETTER TOGETHER.

Together, Dealer.com and VinSolutions enable you to streamline the sales process and personalize communication with shoppers throughout the buying journey. Using robust integrations, you can quickly adapt to your business preferences and deliver a variety of shopping experiences, from digital to in-person. This comprehensive front-end automation ensures that you never miss another opportunity to capture leads and engage shoppers.



The Power of One

# Create a More Connected, Tailored Shopper Experience with Dealer.com and VinSolutions

Dealer.com and VinSolutions provide unrivaled consumer insights and proven market-leading technology that enable automation, efficiencies, flexibility, and personalization that nobody else can match.

## Websites

Connect dealers with shoppers through personalized shopping, sales, and service experiences.

- Responsive, data-driven web design
- Best-in-class insights on shoppers
- Hyper-personalized digital experiences

## CRM

Streamline the sales process and personalize communication with shoppers throughout the buying journey.

- Customizable processes
- Robust integrations
- Performance Management optimization support



# Integrations Across Cox Automotive

Change the game, from chasing more leads to closing more deals, with Accelerate My Deal and Automotive Marketing Platform.

## Key Capabilities

- **CONNECT** shopper browsing activity to create a single record and predictable purchase path
- **CAPTURE** insights at every phase of the buying journey and market relevant content to shoppers
- **GENERATE** predictable audiences to target the right customer at the right time with the right message
- **FOLLOW** the digital trail of first-party data to provide relevant, automated offers

## Unrivaled Data is Our Differentiator<sup>1</sup>

### Vehicle Intelligence

**30M**

VINs in Market

**115M**

Service Records

**3.5M**

Condition Reports

**5.1T**

Vehicle Insights

### Consumer Intelligence

**120M**

Households

**2.3B**

Online Visits

**80M**

Leads

**2.9T**

Consumer Insights

### Market Intelligence

**27M**

Vehicle Sales

**48M**

Credit Applications

**4.4M**

Trade-In Requests

**18B**

Valuation Lookups

1. 2022 Cox Automotive Car Buyer Journey.

# Accelerate My Deal

VinSolutions' integration with Accelerate My Deal enables dealers to offer their shoppers the ability to start the deal process from anywhere, anytime. This powerful connection between systems brings online lead and deal information directly into the CRM, eliminating manual entry of shopper data, minimizing duplicate leads and creating a complete view of your leads and their shopper behavior right in your CRM.

Dealers see a

# 48%

**higher close rate** on average with Accelerate My Deal compared to other internet leads.<sup>1</sup>

## Benefits

- **Deal Visibility:** Follow exactly what a shopper did online with a clean, simple view of the shopper record in your CRM.
- **One Lead Per Shopper:** Eliminate confusion and double-date entry with a single shopper record and real-time alerts every time a shopper changes a deal structure.
- **VinSolutions Automotive Intelligence:** Leverage key shopping behaviors and insights to increase deal personalization and closing.
- **Digital Deals:** Create digital deals directly in VinSolutions CRM that can be easily edited.

1. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data, January–June 2023. Analysis performed August 2023.



# Autotrader, Websites, and Kelley Blue Book Integration

Accelerate My Deal seamlessly integrates throughout Autotrader, Kelley Blue Book listings and Dealer.com websites, where 69% of shoppers come to research, discover, price, and start the car buying process.<sup>1</sup> Convert browsers into buyers by offering a guided experience that carries across the sites they trust and visit the most.

With Accelerate My Deal, you can:

**GROW**

your pipeline

**CLOSE**

deals faster

**EARN**

higher profits

What happens when Accelerate My Deal is integrated throughout your Autotrader and KBB.com listings and Dealer.com website?

Shoppers are

**5x**

**more likely**  
to submit a lead.<sup>2</sup>

Leads close

**47%**

**faster** than other  
internet leads.<sup>3</sup>

Sales result in

**\$213**

**higher gross profit**  
per deal.<sup>4</sup>

1. 2022 Cox Automotive Car Buyer Journey.

2. Comparison of visits with versus without digital retailing activities, Autotrader, KBB.com, or Dealer.com hosted websites, January–June 2023.

3. Days from lead creation to sale comparison versus other internet leads. Data sourced from VinSolutions CRM dealers, January–June 2023.

4. Gross profit comparison versus other internet leads. Data sourced from VinSolutions CRM dealers, January–June 2023. Analysis performed August 2023.

# Automotive Marketing Platform

Automotive Marketing Platform is an intelligent, omni-channel marketing solution that generates highly relevant, uniquely personalized campaigns by blending smart automation with exclusive first-party consumer shopping data from Cox Automotive's marketing-leading Dealer.com, Autotrader, and Kelley Blue Book consumer platforms.

## With Automotive Marketing Platform, you get:

- **Personalized landing pages** that match exact vehicle and payment details from any Automated Offers sent to car shoppers
- **Advertising integration** that targets known customers with multi-channel digital advertising
- **Real-time shopper activity** imported from Accelerate My Deal into the shopper record
- **Automated shopper alerts** when shoppers submit deals, upload documents, show interest in multiple vehicles, or retrieve trade-in valuations
- **Digital leads** from shoppers' first website visit through the full path to purchase

