

Case Study

The Affects of Marketing your Inventory using Dealer Solutions Software

(This is Actual Data from a Real Client's Account from the time period 3/1/11 to 3/31/11)

Overview

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|-------------------|--|
| Dealership Name: | DEALERSHIP X <i>(Actual Anonymous Dealer)</i> |
| Products Used: | Dealer Solutions Management Software (\$199) Dealer Solutions Marketing Center (\$49) Dealer Solutions Dealer Website (\$99) |
| Total Investment: | \$249 Per Month <i>(Bundled Price)</i> |

How Dealer Solutions Products Work

The dealers at **Dealership X** utilize Dealer Solutions Software (DSS) for managing their dealership, running deals, tracking inventory, and printing paperwork. DSS is tied directly to their marketing as well through the DSS Webuploader. The Webuploader automatically sends the dealer's inventory, pictures, and data for each vehicle stocked in to their DSS. Every hour this information is updated on their Dealer Website and their Dealer Solutions Marketing Center (DSMC). Every employee installs DSMC on their computers because it is from this tool they post cars to craigslist, manage website content, and select inventory feeds.

Marketing Inventory

Dealership X markets and manages their inventory entirely through Dealer Solutions. The data and pictures put in the software is the same data that is automatically sent out to multiple marketing vendors and websites.

Current Inventory Feeds Include

Craigslist *(manually)*, **cars.com**, **easyautosales.com**, **carsforsale.com** *(cancelling this month)*, **vast.com**, **aolautos.com**, and other free websites through the Vast.com Network.

The Craigslist Effect

Dealership X and its employees use DSMC to do a phenomenal job posting their cars to craigslist in multiple cities. Their current craigslist report shows **100,348 impressions on their craigslist ads!** Every ad generated through DSMC takes about 20 seconds and includes vehicle data, pictures, dealership information, and links back to their website for larger images and more information.

RESULTS FROM THE CASE STUDY

| | | | |
|------------------------------|----------------------------|------------------------------|------------------|
| Current Inventory: | 30+ Vehicles | Car Sales <i>(Averaged)</i> | 40+ Deals |
| # of Craigslist Impressions: | 100,348 Impressions | Car Profit <i>(Averaged)</i> | \$40,000+ |
| Website Visits (March 2011): | 14,991 Visits | | |

Website Traffic Sources

| | |
|-------------------------------|-----------------------|
| Craigslist | (53.41%) 8,007 |
| Search Engines: | (10.33%) 1,550 |
| CarsForSale.com | (00.51%) 76 |
| Cars.com <i>(10 Vehicles)</i> | (00.17%) 25 |

Investment Breakdown

| | |
|---------------------------------|--------------------------|
| \$40K Profit / \$249 Investment | 0.62% of Profit |
| 14,991 Website Visits / \$99 | \$.0066 per visit |
| 100,348 Craigslist Views / \$49 | \$.00048 per view |