

Powersports Business > News > Dealer Spike releases DS1 Virtual Showroom

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News Release

Dealer Spike is a worldwide digital advertising company focused on helping dealers increase sales and service profitability through online digital advertising and training. In the past months, Dealer Spike has introduced numerous enhancements to their industry-leading platform such as lead-enhancing call to action updates, ADP integration, SEO enhancements, and now the second phase of the DS1 platform — a new, completely updated, Virtual Showroom. Some features of the DS1 Virtual Showroom:

- Style to match the aesthetic of your website, with a dark and light theme, and countless secondary colors to choose from.
- Removal of redundant information, giving the customer a perfect "at-a-glance" look of your vehicle.
- Bigger thumbnail images that allow your inventory to shine.
- Modern updated design, increasing space between product and text.

Most importantly, sales are increased by the ability to generate leads straight from the Virtual Showroom. Dealer Spike clients are able to target driving consumers deeper into the sales process in dealership websites. With the new Virtual Showroom, clients are already seeing increase in leads on their websites!

In addition, to the Virtual Showroom, there is an updated dealership event management system with Event Registration and RSVP, branded showroom materials for hangtags and brochures managed from your online showroom, and a Dynamic Video Showroom.

If you would like to view the new Dealer Spike Virtual Showroom you can visit the following Dealer Spike websites (click on each dealership's name to see its site):

- [Mattas Marine & RV](#)
- [Capitol Yamaha](#)
- [Roseville Honda](#)
- [Long Beach BMW](#)

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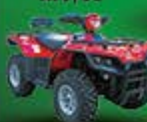
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