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## DEALER SPIKE LAUNCHES DS1 VIRTUAL SHOWROOM

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PORTLAND, Ore. — Dealer Spike has introduced several enhancements to its software platform in recent months, including 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 include:

- Style to match the aesthetic of a dealer's website, with a dark and light theme, and countless secondary colors to choose from.
- Removal of redundant information, giving customers an "at-a-glance" look at a vehicle.
- Bigger thumbnail images that allows dealer 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," said Hillary Belton, director of marketing. "Dealer Spike clients are able to target driving consumers deeper into the 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 capability plus branded showroom materials for hangtags and brochures managed from the dealership's online showroom, as well as dynamic video showroom.

To view an example of the new Dealer Spike virtual showroom, [click here](#).

SOURCE: Dealer Spike press release

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