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Dealer Spike Releases DS1 Platform



By: RV PRO Staff
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Portland, Ore.-based Dealer Spike recently introduced its new DS1 platform, which includes new features such as lead enhancing call to action updates and ADP Lightspeed Inventory Integration.

With the DS1 enhancement, consumers interested in getting price quotes, trade valuations, financing, or other information on inventory items no longer simply fill out a lead form and wait for the sales person to call. Interested shoppers are presented with next step options in the sales process.

Information submitted previously pre-populates each corresponding submission. The company said the planning for this portion of the project had two primary goals: Make it easy for customers to take the next step toward making a purchase. Highlight serious buyers who are ready to make their purchase in the immediate future to dealerships.

Beta test results on the updates showed lead increases of more than 15 percent on some dealership websites. Those increases were in addition to the guaranteed 30 percent lead increase over other providers.

A second feature, ADP Lightspeed inventory integration, is a result of partnership between Dealer Spike and ADP Lightspeed, which allows dealerships enhanced inventory integration with ADP's dealer management system.

In addition to integration with ADP Lightspeed, DS1 enhancements also enable Dealer Spike to offer integration with other dealer management systems.

The updates feature search engine optimization (SEO) enhancements, which allows dealers to edit keywords and meta data on the pages visited most often by consumers. The release of the tool is slated for early November and comes with SEO training for dealerships when the tool is added.

"Dealer Spike is excited to not only release an industry-changing tool to help dealers better understand SEO, but to use this as an opportunity to re-engage dealers and refocus their efforts on their website content practices to ultimately drive traffic and sales," the company said.

Additional releases that are currently in beta testing and are slated for staggered launches through the remainder of the fourth quarter include:

- Craigslist integration
- Kijiji integration (For Canadian dealerships)
- eBay sales integration
- Event calendar module updates
- Hiring/career page enhancements, resume upload feature
- Trade value form updates, image upload feature
- Lead volume historical reports by model.

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