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Ride Now taps Dealer Spike for digital marketing and sales automation

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Dealership chain Ride Now has chosen Dealer Spike for its digital marketing and sales automation tools for all of its 27 dealerships across the country.

In its first month with Dealer Spike, Ride Now saw a 391 percent increase in leads, and the results have only grown better and more consistent since then, Dealer Spike reported.

"We knew right away after seeing the Dealer Spike system that they had already done all the leg work, and because they are from the industry, they understand the portrait of our customer, and so they have tailored their system around the customer's needs and not the dealer's. Finally someone gets it, and we are in it to win it," Ride Now CEO Mark Tkach said.

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