

# The Digital Retailing Difference

**How to Create an Online to In-store Experience  
that Speeds Deals and Streamlines Operations.**

# Welcome to the Online to In-Store Convergence

With the proliferation of mobile and eCommerce, online shopping has become the primary method for researching and purchasing a growing array of products.

This trend continues to reshape automotive retail and fuel consumer desire for greater efficiency and consistency between online and showroom environments:

**\*According to Edmunds, 89% of today's car buyers walk into dealerships "fully prepared" to buy a specific vehicle.**

Fortunately, emerging technologies now make it possible to meet these changing expectations and provide a digital retailing experience in which consumers can initiate deals and deepen their level of dealership engagement prior to setting foot in the store. The following pages show how these innovations can be applied to drive a successful, streamlined online to in-store strategy.

*\*2014 Car Shopping Trends Report, Edmunds.com*

# The Generation That Lives Online Buys Online

Car shoppers, especially those of the millennial generation, not only prefer online transactions, they expect them. According to recent studies from both Autotrader and MTV:



Don't want to be pressured when filling out paperwork.<sup>1</sup>

71%

54%

Would prefer to buy from a dealership with their preferred experience over lowest price.<sup>1</sup>

Said they want to start the F&I process – including buying aftermarket products online.<sup>1</sup>

70%

87%

Say the buying process should be more transparent.<sup>2</sup>

<sup>1</sup>Car Buyer of the Future Study, Autotrader 2015

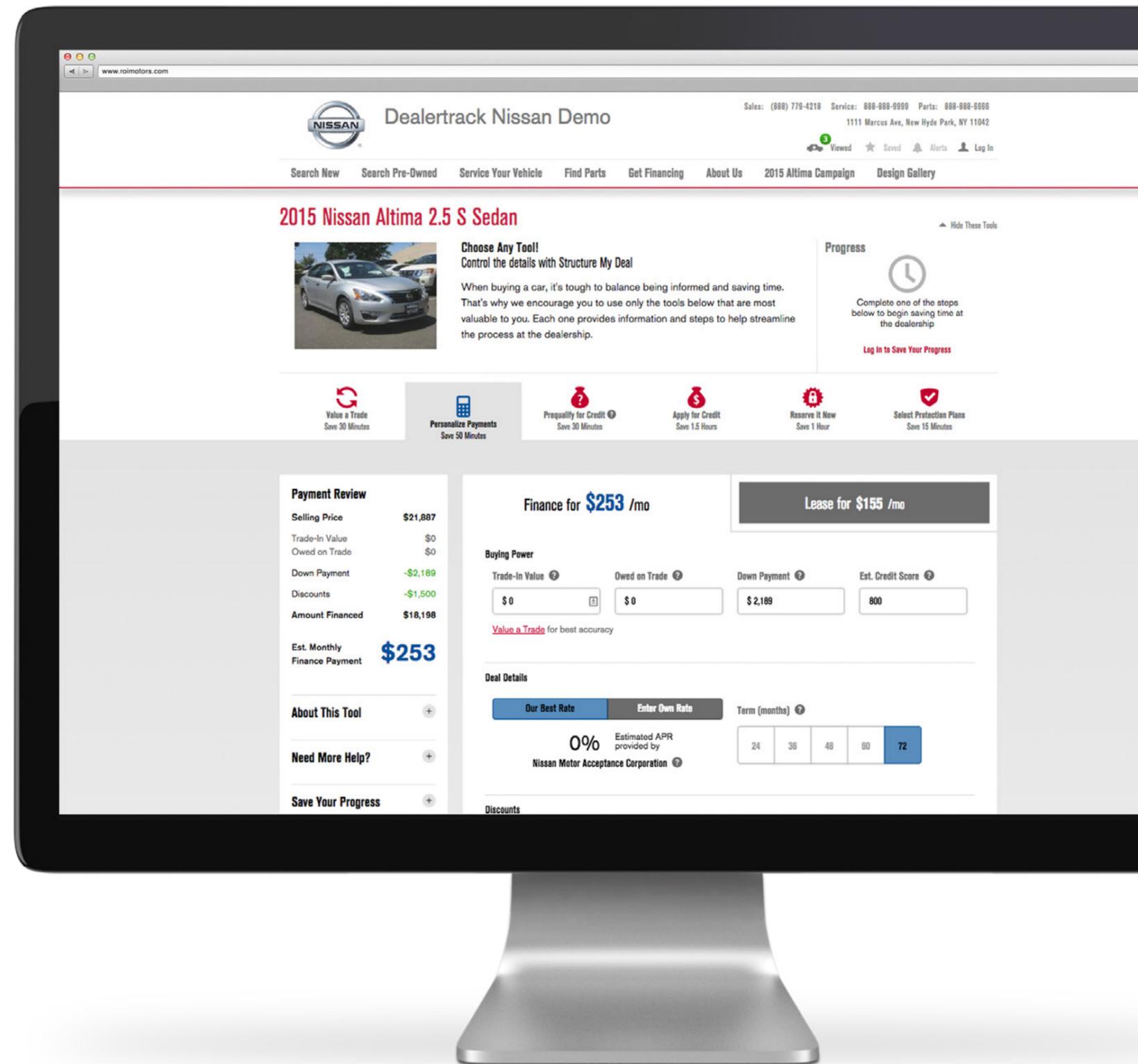
<sup>2</sup>Millenials Have Drive," MTV 2015

# 1 Deliver What Your Customers Demand

These numbers present enormous opportunity for dealers, because dealership software has now caught up to these customer expectations. Dealers can now integrate payment, trade, financing and aftermarket sales opportunities into their website experience – bringing more of the deal online and providing a richer, deeper shopping experience. By aligning closely with current shopping expectations, the process delivers proven results:

**Studies show 30 percent of shoppers who submit an online lead through Digital Retailing tools ultimately buy the vehicle\*. Simply put, these technologies are becoming a critical component of modern dealership strategy.**

*\*Dealertrack Product Statistics*



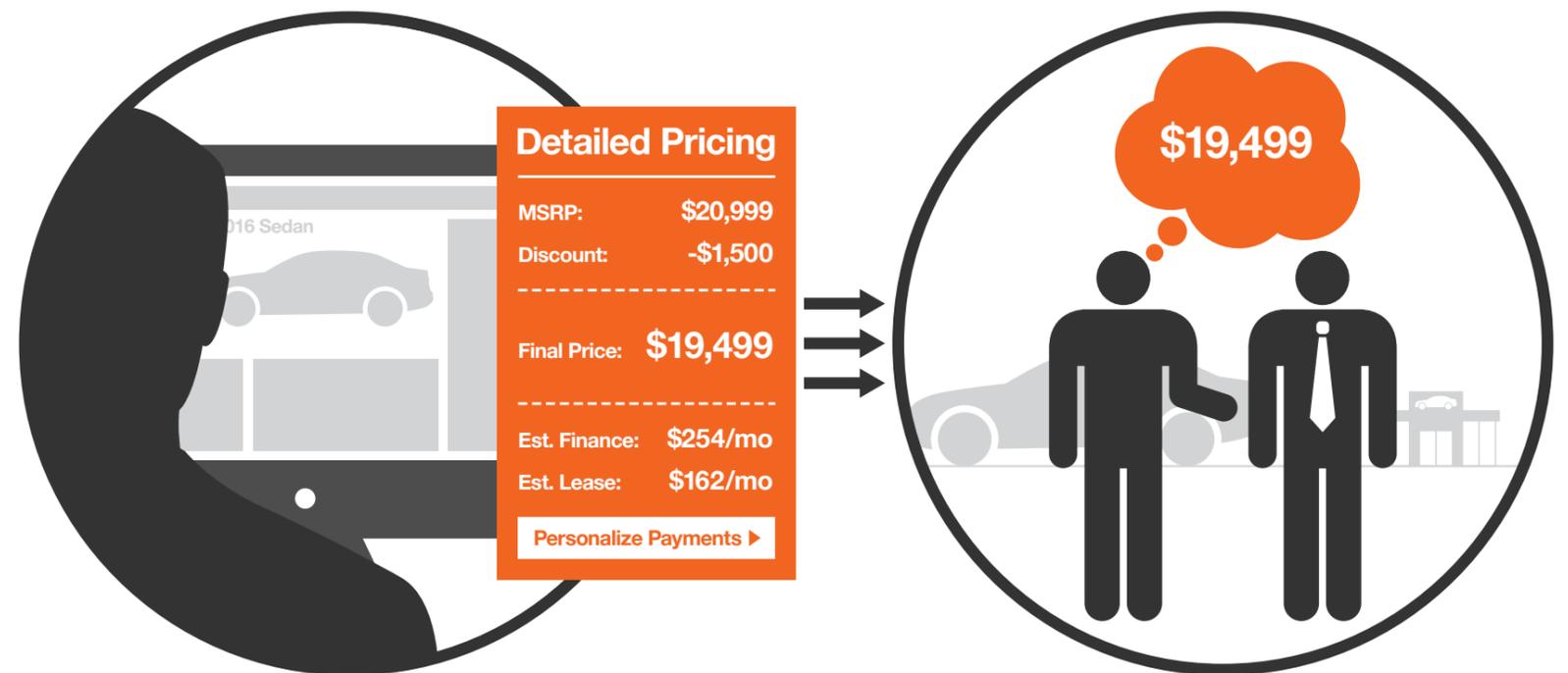
# 2 Embrace Transparency, While Driving Profitability

Pricing consistency – and transparency – is increasingly important in today’s online to in-store retailing environment.

Studies and analysis of shopping behavior increasingly reveals that shoppers are more likely to favor sites that offer clearer pricing information. Indeed, according to Edmunds, 54% of consumers state that getting an actual price and payment is their largest unmet need online. Despite this, listed online prices rarely equal the actual cost of a vehicle, and online merchandising and pricing often differ from the in-store experience.

An effective Digital Retailing strategy can immediately alleviate this inconsistency, incorporating pricing that’s as dynamic as the shoppers looking at your inventory. For example, rather than creating an “ePrice” or displaying a single, static number for all shoppers to see, Digital Retailing can deliver authentic quotes and payment scenarios that map to a customer’s specific, personal preference. Providing shoppers with multiple variables expands the number of vehicles to consider and can also expand profitability for dealers.

The key is to align your technology solution with sound, proactive strategy. Rather than merely implementing Digital Retailing approaches, establish and maintain clear pricing rules that align with your in-store philosophy, and monitor them closely. Proactively aligning your technology with your business strategy will make the difference between delivering online transparency and driving in-store profitability.



## Dealer.com Tip

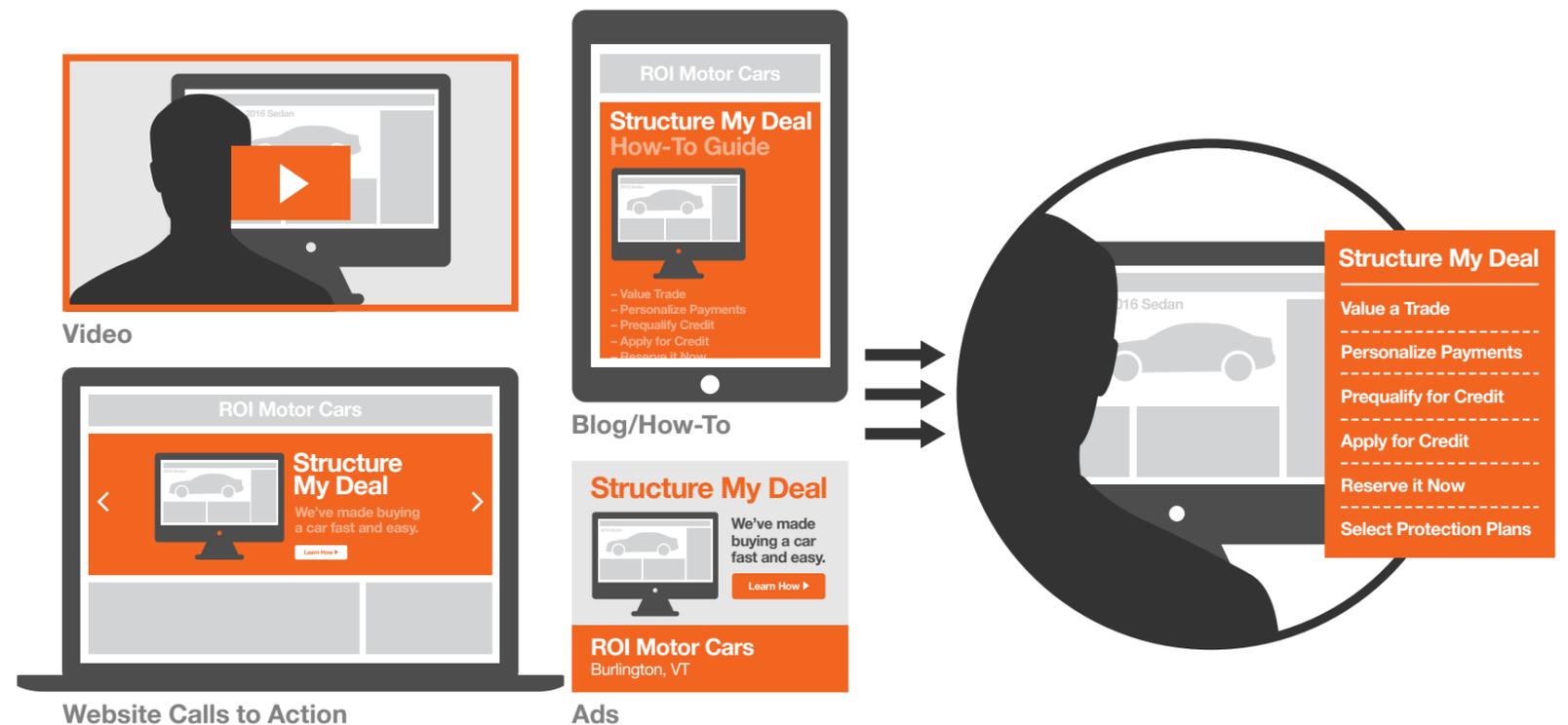
Work with your local bank and make sure it’s an approved lender, and make sure your digital retailing technology is built on an HTTPS-friendly platform capable of securely hosting sensitive financial information.

# 3 Promote Your Process, As Well As Your Products

An efficient and trustworthy digital retailing experience represents more than just a technology upgrade. It's a marketable differentiator for your dealership.

Consider promoting and communicating your digital dealership as a part of your overall marketing strategy. This can include "save time at the dealership" calls to action on your website, social media updates that promote your price transparency and commitment to building customer trust, and blog posts dedicated to your online to in-store process. You might even consider writing a "how-to" page on your site to explain to shoppers how to make the most of Digital Retailing tools.

Meanwhile, ensure everyone at the dealership is well-versed in the online experience you are offering and promoting and poised to pick up the deal where customers may have left if off online.



## Dealer.com Tip

Consider showcasing your digital retailing capability in traditional media advertisements promoting the ability to initiate deals online.

# Looking Ahead: Digital Retailing and the Dealership Future

While car buyers' habits, and behaviors continue to migrate to digital experiences, they ultimately seek an experience that only dealers can provide: a secure, transparent, and consistent path to a vehicle purchase. Digital retailing products and strategies will continue to help dealers embrace this emerging reality, while positioning themselves for long-term profitability and processes. Connect with us to learn more about this transformative technology, and to share how your particular dealership is meeting the opportunities of the digital future.

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## Watch the Video and Learn More About Digital Retailing:

