

## **VinSolutions announces new integration with Dealer.com**

*Behavior-tracking technology will give dealers greater visibility into customer activity on Dealer.com websites*

MISSION, Kan. (March 30, 2016) — VinSolutions announced today that its VinLens behavior-tracking technology now integrates with Dealer.com websites. Currently part of Connect CRM, the core product in the Connect software suite from VinSolutions, VinLens tracks critical customer activities online and ties that data directly to customer records. The new integration with Dealer.com will allow clients of VinSolutions and Dealer.com to generate more value from their websites — by delivering the exceptional customer experience Dealer.com specializes in while gathering the deep customer insights VinSolutions products provide.

“Our main goal in every one of our software solutions is to provide critical insights at critical moments, so dealers stay connected to customers throughout the lifecycle. VinLens is no exception,” said James Maynard, vice president of product at VinSolutions. “What we’ve built is a tool that tells dealers everything they need to know about a customer before they even walk into the dealership — what vehicles they’re interested in, what devices they use, what their preferences are. And by integrating it with Dealer.com, which the industry has acknowledged as the best dealership website platform, we’re essentially giving dealers the best of both worlds: the experience and the visibility.”

Because VinLens tracks both known and anonymous customer activity on the website, dealers can continually evolve their understanding of known customers’ vehicle needs and preferences, as well as begin new relationships with customers with the advantage of historical website activity — all automatically displayed in the Connect CRM from VinSolutions.

“VinLens serves as an outstanding example of what VinSolutions excels at: constantly sharpening the dealer’s understanding of the customer with relevant data in a simple, intuitive delivery,” said Keith Jezek, president, Cox Automotive Software Group. “The integration with Dealer.com is another step toward our ultimate goal at Cox Automotive: to make more of our solutions work together in a way that allows our dealers to work better.”

Other newly announced additions to VinSolutions’ dealer services are enhancements to its data mining tool, Target Pro, which helps dealers create

compelling campaigns based on smart segmentation of their CRM and service databases, and all-new Enterprise Reporting, which introduces much-needed operational analysis to dealers managing multiple departments and multiple rooftops.

VinLens will be featured at the 2016 NADA Convention & Expo, March 31–April 3, at booth #1323C.

### **About VinSolutions**

VinSolutions helps make every customer connection count by providing individual dealers and dealer groups with sophisticated yet easy-to-use software solutions that span the scope of dealership operations. With its cloud-based system, VinSolutions' all-in-one internal management, sales and service marketing solutions platform is accessible from anywhere an Internet connection is available, including mobile devices.

VinSolutions has been named to the Inc. 5000 every year since 2011 and has received numerous industry awards for its innovative products. VinSolutions is OEM certified by every major manufacturer and is Autosoft, CDK, Reynolds & Reynolds and Dealertrack DMS certified. Founded in 2006 and headquartered in Mission, Kansas, VinSolutions is a Cox Automotive™ brand. Visit VinSolutions online at [vinsolutions.com](http://vinsolutions.com)

### **About Cox Automotive**

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit [www.coxautoinc.com](http://www.coxautoinc.com).