

FOR IMMEDIATE RELEASE

Cross-Sell Reports Partners with Georgia Automotive Dealers Association to Provide Localized Market Data

Norfolk, VA – August 13, 2014 – Cross-Sell Reports, a division of Dominion Dealer Solutions and industry leader in automotive market intelligence, has announced the launch of Cross-Sell Interactive, a fully interactive version of market reports, to dealers within the state of Georgia. This marks Cross-Sell’s first step in providing extensive Market Analysis, Statewide Dealer and Leinholder Summaries, and MarketingINTEL reporting solutions to Georgia automotive dealers.

Cross-Sell Interactive features customizable charts and graphs that allow users to create personalized dashboards with key metrics and areas of interest. Dealers located in local markets like Albany, Atlanta, Augusta, Columbus, Macon and Savannah, Ga., can now access the robust charting and graphing of market-based vehicle sales data. The Cross-Sell Interactive dashboard functionality, combined with customization flexibility, enables users to quickly and easily monitor specific areas of interest in a given market.

Shane Marcum, general product manager for Cross-Sell Reports, noted, “Cross-Sell Interactive provides Georgia’s automobile dealers with the tools and information to strategically attack their primary market areas.”

Georgia dealers now have the functionality necessary to customize and track competitor sales within a specific market or trade area, giving them a competitive advantage. Dealers can also track their performance against the most relevant local competitors by identifying the top performers in a user-defined market area.

Marcum remarked, “Essentially, Cross-Sell Interactive removes the guesswork for the dealer by supplying an abundance of vehicle and location-based market data specifically tailored to where cars actually sell. This directly leads to increased ROI for automotive dealerships in Georgia and enhances their ability to tangibly measure where their advertising and inventory dollars are best positioned.”

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About Dominion Dealer Solutions

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Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Platform™ includes customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform. The Progressive Retail Platform™ also contains lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions. Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](#), like us on [Facebook](#), [Pinterest](#) or [YouTube](#), or follow us on [Twitter](#).

About Dominion Enterprises

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, parenting, and travel industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, customer relationship management, website design and hosting, and data management services. The company has more than 45 market-leading websites reaching more than 20 million unique visitors monthly. More than 77 million For Rent®, and HotelCoupons.com® publications are distributed nationwide each year. Headquartered in Norfolk, Virginia, the company has 3,300 employees in more than 145 offices in the United States, Canada, England, Spain and Italy. For more information, visit [DominionEnterprises.com](#).

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