



Century Interactive – VinSolutions Integration

Dallas (February 12, 2014) - Century Interactive, a leader in call tracking solutions and phone call analytics, and VinSolutions, the marketplace leader and developer of internet-based customer relations management (CRM) and Internet lead management (ILM) for the automotive industry, announced Wednesday a partnership and reporting integration. The partnership empowers users on the VinSolutions CRM platform to optimize inbound and outbound calling efforts by means of the widely effective click-to-call feature.

With the new click-to-call functionality, automotive dealers will now be able to make phone calls directly out of their CRM. Using the simple one-click call feature, calls will be initiated through VinSolutions, recorded for tracking through Century Interactive and then placed back into the dealership's CRM for remote access and review. This feature allows users to optimize call conversions and follow up on missed sales opportunities in a quick and timely manner.

The new Century Interactive – VinSolutions integration connects sales opportunities and phone call conversions in the most actionable way possible for automotive dealers. Tracking and optimizing on phone calls is no longer "optional" for auto dealers looking to stay ahead of the competition. With the Century Interactive – VinSolutions partnership, automotive dealerships can now automatically and more efficiently connect with potential customers, and log sales calls in a centralized location for true sales management purposes.

True outbound click-to-call functionality is a rare and powerful tool in automotive CRMs. Century Interactive is the clear leader in that technology. This new integration with VinSolutions affords auto dealers greater call functionality, and allows VinSolutions users to take full advantage of the features on the automotive suite's platform.

About Century Interactive

Century Interactive, based in Dallas, Texas, is a call tracking company that makes marketers more intelligent by revealing which marketing efforts are producing the best phone calls, and offering insight into how well the sales staff is handling those leads. Century Interactive is the creator of Humanatic, the first scalable human call filtering system, along with keyword level dynamic website tracking, recorded outbound call tracking, and dynamic call routing, and also set the standard for spam detection with their first to market artificial intelligence junk call detection system.

For more than 25 years, Century Interactive has evolved to meet the demands of its industry. Automotive dealerships, small local businesses, digital agencies, and Fortune 100 companies use Century Interactive to become better marketers every day.

About VinSolutions

Headquartered in Overland Park, Kansas, VinSolutions® provides dealers with sophisticated software that combines the needs of complex dealership processes with intuitive and easy to use software to help make every customer connection count. This all-in-one internal management, sales and service marketing solutions platform is a cloud-based system. It is used by dealer groups and individual dealerships from anywhere an Internet connection is available, including mobile devices.

VinSolutions has been named to the *Inc. 500* in 2010 and the *Inc. 5000* in 2011, 2012 and 2013, as well as received the Automotive Website Award for Best Integrated Website Platform in 2012, Peak Performance in 2014 and CRM Champion in 2014 from PCG Consulting and the Driving Sales' Innovation Cup in 2012 for its VinLens™ product. VinSolutions is OEM certified by every major manufacturer and is ADP, Reynolds & Reynolds and DealerTrack DMS (Dealer Management System) certified. Founded in 2006, VinSolutions is a subsidiary of AutoTrader Group, which includes AutoTrader.com®, Kelley Blue Book®, vAuto®, HomeNet Automotive® and Haystack Digital Marketing. AutoTrader Group is a subsidiary of Cox Enterprises.