

FOR IMMEDIATE RELEASE

Dominion Dealer Solutions Creates Priority Page for Dealers

Provides instant access to dealerships' best equity prospects

Norfolk, VA – July 16, 2014 - Dominion Dealer Solutions, a division of Dominion Enterprises and an industry leader in equity data mining and customer relationship management, today released Priority Page for DealActivator, its equity data mining solution.

The DealActivator Priority Page shows automotive dealership sales professionals the best possible equity prospects all in one place, drastically decreasing the amount of time once required to generate a trade-in campaign or manually search within an equity database. Previously, dealers used the manual campaign builder within DealActivator to generate contacts based on a specified list of priorities within the dealership, such as model, make or lease year. DealActivator's Priority Page analytics provide a contact list to each dealership, predicated on which segments work best in that market. DealActivator's own comprehensive data analytics prioritize customers for the dealership.

According to Alan Andreu, general manager of equity solutions for Dominion Dealer Solutions, "Our dealers have always raved about DealActivator's campaign builder features that allow them to target the customers they deem most important. With Priority Page, this research has already been done for dealers."

The comprehensive Priority Page itemizes equity prospects that can trade in current vehicles with no money down and lower monthly payments for the dealership. The tool ranks prospects in order of viability. It displays original deal terms and estimates savings for new deals, while showing customer contact information, including last contact and marketing status. DealActivator Priority Page also updates the customer relationship management detail, delivers customizable call scripts on screen for dealership sales representatives, and offers customizable search criteria to easily generate market segmented lists. Priority Page can link status updates to a dealership CRM with just one click, eliminating duplicate marketing efforts being directed to a single prospect.

Andreu continued, "Dealers can contact previous customers using personally directed, fully customizable phone scripts, emails or direct mail within Priority Page."

DealActivator gives competitive advantages to dealerships by harvesting current customers directly from the dealership DMS. This creates a new sales initiative in the service drive and pushes customers into the market early. Equity customers become the best possible prospects for any dealership. DealActivator makes contact with these customers by utilizing automated

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multichannel messaging that sends pre-qualified buyers directly to the showroom, driving significant revenue and ROI.

About Dominion Dealer Solutions

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, multichannel 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. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Spain and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market leading websites. Millions of For Rent® and HotelCoupons.com® publications are distributed across the U.S. each year. For more information, visit [DominionEnterprises.com](#).

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