

VinLens

When car shoppers look, dealerships see.

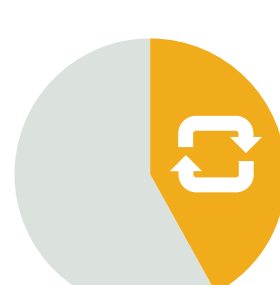
Most car buyers conduct extensive online research and already know what they want before their first contact with the dealership. And when they walk through the dealership doors, they expect a personalized experience. **But many dealers are wasting time and losing leads by treating every customer the same way.**



74% of online customers are frustrated by messages that aren't relevant and don't fit their interests.

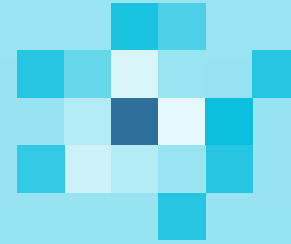


Marketers who don't personalize their messages are missing out on a **20%** increase in sales.



Marketers who don't personalize their CTAs miss out on **42%** higher conversion.

With **VinLens**, an integration between **VinSolutions** and **Dealer.com**, dealers gain visibility into customer web browsing behavior, right in the Connect CRM customer dashboard. VinLens works by linking anonymous browsing data to the activities of a known buyer.



ANONYMOUS

Shopping Activities



Website Visit

When a customer browses a Dealer.com dealership website, a cookie is saved on the customer's device and tied to a unique VinLens ID.



Logged Page Visit

Customer page visits are captured by website code.



KNOWN

Shopping Activities



Customer Self-Identification

Customers become "known" when they submit an online lead on a vehicle or click on a link from a Connect CRM generated email.



Customer Link

After the customer becomes known, the VinLens ID is tied to the customer ID. Website activity then appears on the Connect CRM customer dashboard.

Dealerships can use that data to see exactly what customers are shopping for and tailor the sales approach with personalized and proactive offers.

With **VinLens**, dealerships can:



Anticipate customer needs



Get real-time CRM alerts based on website activity



Know customers' historical and live website browsing history



Identify more sales opportunities

Sources:

- <https://www.coxautoinc.com/blog/2017/01/23/2017-car-buyer-journey-study/>
- <https://blog.kissmetrics.com/personalization-automation-skyrocket-email-conversions/>
- <https://agameautotrader.com/files/agame/pdf/2015-cbotf.pdf>
- <http://www.v12data.com/blog/are-you-getting-personal-data-driven-personalization-delivers-5-8-times-roi-marketing-spend/>