

Digital Retailing Showroom App

Transforming the online to in-store customer experience.

The Digital Retailing Showroom App provides a bridge between your customers' online activity and your showroom that reduces redundancy and delivers a better overall customer experience.

Easily access the work a customer does on your Digital Retailing enabled website from the convenience of an iPad®, or collaborate with a customer on a deal from start to finish on your showroom floor. The interactive App delivers a personalized and collaborative shopping experience that allows you to leverage profit opportunities throughout the sales and F&I process.



Features and Benefits:

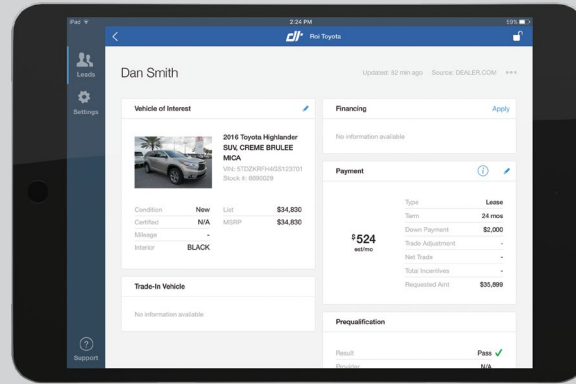
- Deliver a more efficient and personalized in-store experience with the automatic transfer of shoppers' online activity*.
- Work collaboratively with customers to narrow down vehicle of choice with interactive inventory pages.
- Drive informed payment decisions and build transparency by computing finance or lease payment instantly.
- Streamline the credit application process with a full credit app form on the iPad.
- Push deal data to your CRM for easy deal follow-up activities.

Learn more about this product.
888.518.5513
dealertrack.com/showroomapp

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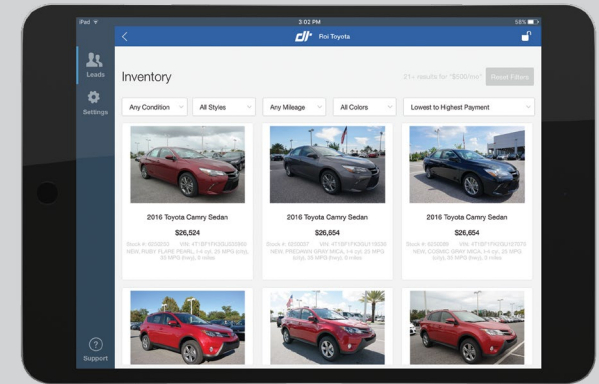
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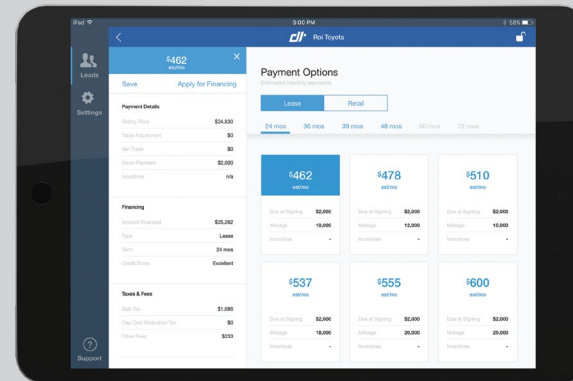
Leads

Lead information reflects consumer's online activity.



Inventory

Sales consultant finds an in-stock vehicle.



Credit App

Sales consultant review program details, save to lead and start credit application.