

## Using Chrome's ADS Web Service, AutoRevo.com Creates Detailed, Accurate Vehicle Descriptions to Drive Online Traffic and Leads for Their Dealers

With the AutoRevo.com Vehicle Marketing System, dealers can manage all of their automotive marketing from a single point of software. Offering VIN decoding, dealer website hosting, lead management tools, and inventory integration with any automotive shopping site, the system is designed to drive online traffic and increase vehicle leads. While experiencing stellar success, a growing demand from their dealers to make decoding VINs and mapping to options less time consuming, while still returning detailed and accurate vehicle descriptions, led AutoRevo.com to implement Chrome's ADS (Automotive Description Service ) web service.

Delivering instant automotive data on decoded VINs, Chrome's ADS returns the vehicle information AutoRevo.com needs. "Chrome has given us an unmatched competitive advantage in the marketplace because of the quality of data and how it is packaged," says Chad Polk, President of AutoRevo.com. "When we enter a VIN, Chrome doesn't just return a pack of data with options, they give us a ChromeStyleID that allows us to easily map options for the most complete vehicle descriptions."

The ChromeStyleID is a proprietary value assigned to a particular vehicle for a full vehicle description and streamlined option mapping. "Chrome gave us the flexibility to map options easily which is

essential to our business," says Polk. "We began using Chrome because our dealers told us that they did not have time to enter their own options into our system, especially when they were looking at entering a long list of vehicles. Chrome simplifies the decoding and maps it all for us so we have a common language and a unified options list; our dealers can get a vehicle into our system in five minutes."

With ADS we had a minimum of development time but reaped incredible results. The data and option mapping is unmatched in the industry and we've realized great time savings for our dealers.

Using ADS, AutoRevo.com has also been able to expand more into the import market. "Using Chrome we can get a one to one match on 85 percent of the vehicles we decode," says Polk. "This is critical because we've started to work with more imports and the ability to take those VINs, send them to Chrome, and have Chrome return a single ChromeStyleID, is invaluable. We are the only provider auto decoding on imports."

# Case Study

Because ADS is a web service, implementation for AutoRevo.com was simple and streamlined. “With ADS we had a minimum of development time but reaped incredible results,” says Polk. “The data and option mapping is unmatched in the industry and we’ve realized great time savings for our dealers.”

online, and ADS provides the unparalleled vehicle descriptions needed to craft detailed, compelling vehicle posts. “Using Chrome we are able to provide enhanced vehicle descriptions and push those to automotive shopping sites,” says Polk. “A better description on more sites equals more traffic and more vehicle leads.”

AutoRevo.com’s Vehicle Marketing System makes it fast and easy for dealers to get their inventory

## About AutoRevo.com



With more than 600 clients across North America, AutoRevo has established itself as the premier provider of on-demand software for automotive dealerships marketing and selling cars online. Delivered as software-as-a-service (SaaS), the company’s vehicle marketing system (VMS) provides dealer websites, VIN descriptions, photos, custom ad templates, vehicle history reports, custom window stickers and other buyer tools that empower automotive dealerships to advertise and market inventory in real-time.

The company is aligned with some of the world’s leading automotive e-commerce sites and makes it easy to incorporate existing content from eBay Motors, AutoTrader, Cars.com, Craigslist, Google, Vehix, CarSoup, and hundreds more. AutoRevo is headquartered in Dallas, TX, and is recognized as a Preferred Solution Provider for eBay Motors. More about the company can be found on its Web site <http://www.autorevo.com> and blog <http://blog.autorevo.com>.