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TOTAL DEALER - LEADING AUTOMOTIVE ECOMMERCE SOLUTIONS

DEALER STUDIO
Overview
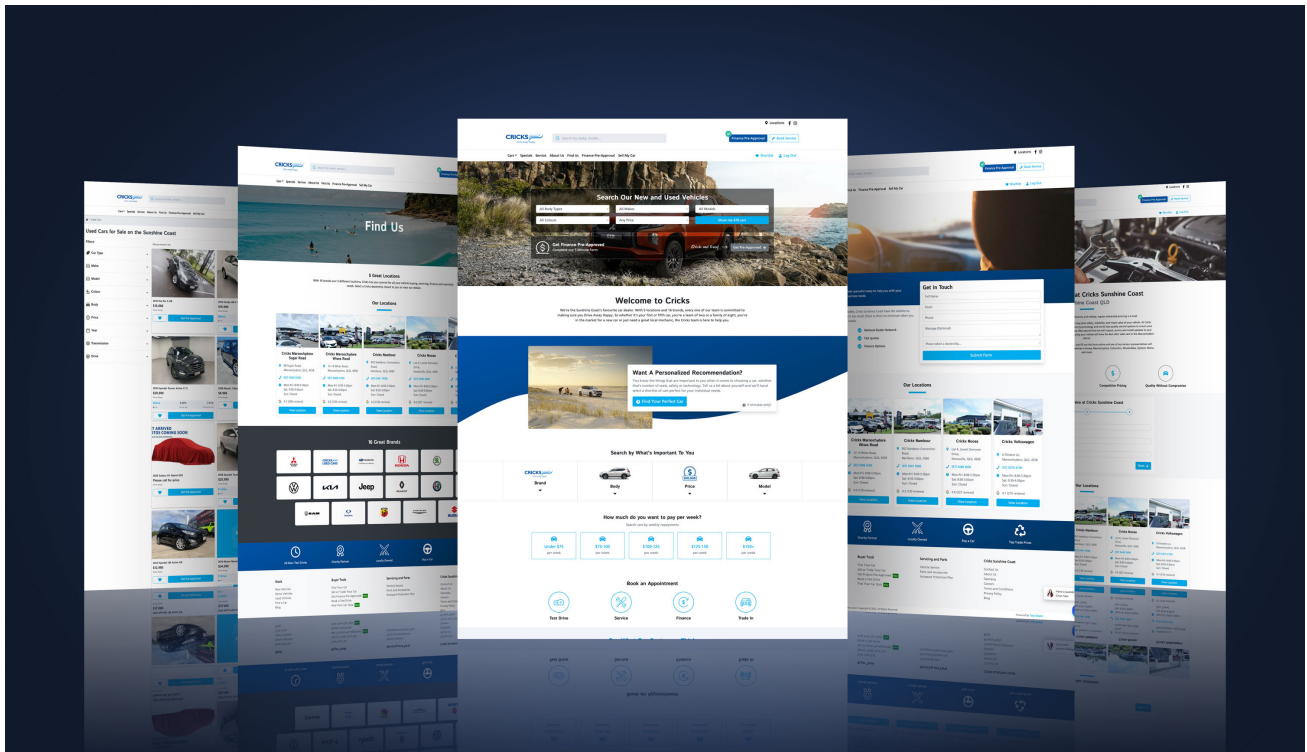
WHY TOTAL DEALER?

INTRODUCTION

Today, the digital space is providing greater opportunities for automotive businesses than ever before. According to Google, **92% of car buyers research online before they buy**. In another study by Carsales in 2021, **77% of car buyers would conduct more research and purchases online, and visit fewer dealerships.** However, at the same time, the automotive digital space is rapidly evolving and becoming increasingly challenging for automotive businesses to navigate.

MISSION STATEMENT

At Total Dealer, our aim is to provide **market leading automotive digital solutions** to allow our automotive partners to **dominate in the digital space**. We aim to achieve this by bridging the gap between automotive websites and the booming e-commerce industry to create a digital automotive experience like no other that is always evolving and optimising through the tracking of data and trends.

Total Dealer is committed to putting our client's needs first by our **commitemnt to continuous innovation** and deploying industry leading websites and software solutions to optimise every step of their customer's digital journey.

FOUNDERS

DR JEREMY LYNCH

CO-FOUNDER / CEO

MARC EVEREST

CO-FOUNDER / COO

Jeremy has more than 10 years working as a full stack web developer working primarily in eCommerce and automotive. Jeremy is also a doctor after obtaining his medical degree (MD) in 2019. Jeremy has worked in digital automotive for 6 years and founded Dealer Studio as a medical student in 2018 after realising major opportunities in the automotive digital space.

Marc has a background in e-Commerce and technology launching and scaling multiple succsesful brands. Marc's biggest passion is building meaningful relationships with our staff, clients and partners to ensure Dealer Studio continues to grow and innovate. Marc co-founded Dealer Studio with Jeremy in 2018 with the ambition of bridging the gap between the e-Commerce and Automotive.

CORE DEV TEAM

TIM MORAN

LEAD FRONTEND DEVELOPER/TEAM LEAD

MATTHEW MARTIN

DESIGN LEAD / HEAD OF UI/UX

Behind every great company, there is a team. We recognise that the capability of our staff is at the heart of our success.

We have assembled an expert team with complementary skills which allow us to build innovative features in the automotive industry.

Our mission is to unleash the automotive industry into the eCommerce space.

DANIEL STILL

TECHNICAL LEAD

GIULIO DEANE-CALEFFI

TECHNICAL PRODUCT MANAGER

DEALER WEBSITE FEATURE LIST

DYNAMIC SEARCHBAR

SSL ENCRYPTION (ROCK SOLID)

UNLIMITED CONTENT UPDATES (FREE)

AUTOMATED CHATBOT

BLAZING FAST LOAD SPEED

PER WEEK FINANCE PRICING ON STOCK

MOBILE FIRST LAYOUT

SEARCH ENGINE OPTIMISATION (SEO)

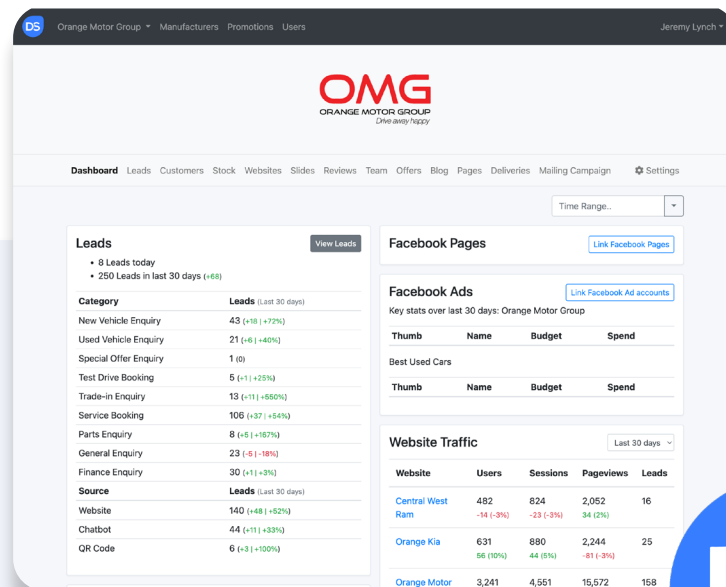### FACEBOOK PIXEL SERVER SIDE CONVERSIONS
New!

VEHICLES DESPOSITS
New!

CUSTOMER PROFILES WITH LOGIN
New!

TEAM PROFILES AND DELIVERY PHOTOS
New!

DEALER STUDIO FEATURE LIST

DEALER STUDIO

Dealer Studio (rebranded from Total Dealer Dashboard in late 2021), is the custom **dealership management suite** allowing staff to manage leads, customers, stock, email campaigns, QR codes, view analytics and more.

WEEKLY REPORTS (LEADS + TRAFFIC)

PUBLISH STOCK TO FACEBOOK

AUTOMATED STOCK MARKETING (ASM)

USER FRIENDLY CONTENT MANGEMENT SYSTEM

REPUTATION MANAGEMENT
New!

**TRACK CUSTOMER HISTORY AND USER BEHAVIOUR**

STOCK MANAGEMENT

QR CODES ON STOCK & CUSTOMERS

FEATURES IN DETAIL

VEHICLE DEPOSITS

Put more power into the hands of your customers by allowing them to place a **refundable deposit** to reseve and secure the vehicle of their dreams through Stripe.

Choose the deposit amount and accept secure payments via **Visa, Mastercard, American Express** and many other major card providers and access the funds in your Stripe account instantly.
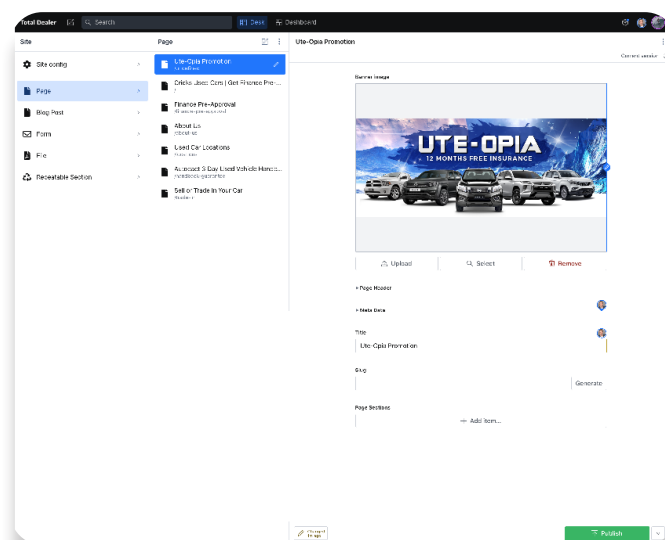
CONTENT MANAGEMENT SYSTEM

Total Dealer's websites are designed to put more power and control into the hands of our clients. This is achieved through the implementation of a user-friendly CMS which allows anyone to be able to **create landing pages, update banners and edit text** with no coding experience required. This functionality is similar to companies like Shopify, Squarespace and Wix.

Total Dealer's CMS gives our clients the ability to rapidly customize their site in real time at no additional cost meaning they are always in full control of their website.

FEATURES IN DETAIL

STAFF PROFILES

Create a compeditive and healthy work place culture around the **importance of generating reviews** by giving your staff a piece of their very own **digital real estate** to demonstate their fantastic work and display their vehicle deliveries and Five Star reviews.

This feature also allows customers to lodge an enquiry through a **staff member of their preference** which might be the staff members gender or area of automotive expertise.

REPUTATION MANAGEMENT

Google My Business listings are now responsible for **30-50% of total Google clicks** which represents a substantial increase over recent years.

A key ranking factor is reviews and average rating. We have built a system specially designed to generate more reviews using delivery photos.

This same system also tracks reviews per sales person, allowing the salesperson to advertise their great reviews on their own personal page.
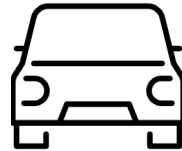
DEALERSHIP CASE STUDY

KEY BUSINESS GROWTH

VEHICLES SOLD
329%
INCREASE

TOTAL LEADS
216%
INCREASE

CONVERSION RATE
149%
INCREASE

KEY WEBSITE PERFORMANCE METRICS
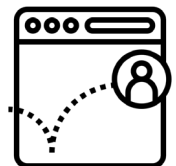
WEBSITE USERS
33.09%
INCREASE

WEBSITE SESSIONS
33.70%
INCREASE
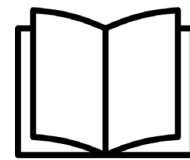
PAGE VIEWS
44.17%
INCREASE

NEW WEBSITE USERS
32.92%
INCREASE

PROFILE SIGN UPS
194%
INCREASE

PAGES PER SESSION
7.83%
INCREASE

INFRASTRUCTURE TODAY

Frontend
Our frontend websites are built on top of Next.js / React (built by Facebook) which offer significant performance and mobile enhancements. Our frontend application is served by a global CDN (content delivery network) ensuring your website is fast no matter where you are.

Backend
Dealerstudio is securely hosted by AWS (Amazon Web Services) including our postgresql database. Our postgresql database is also encrypted at rest with AES-256, block-level storage encryption.

Dealer Studio
Dealerstudio integrates with Carsales, Facebook, Google My Business, Google Analytics, Redbook and Dealercell. We are currently working on our Pentana integration which will be released later in 2022.

Infrastructure Overview
As of March 2022