

## What's new: strategic content presentation

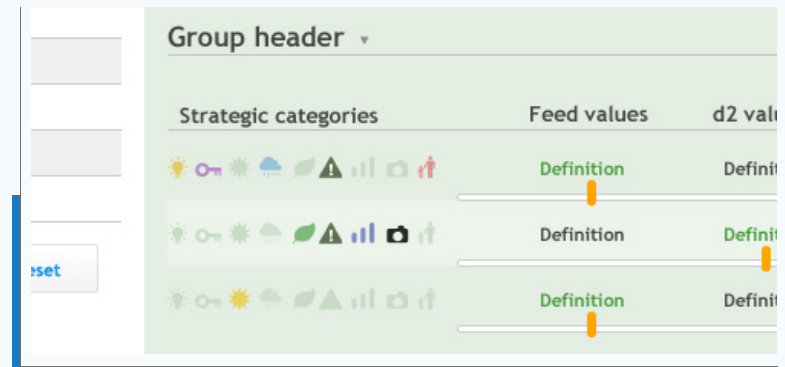
### Craft a deep and meaningful user experience.

New strategic functionality in d2admin allows you to create customizable sections of your website that respond both to user preferences, and to location-specific factors like seasonal trends, market demographics, and even local weather conditions. New SEO/SEM sniffing rules allow you to create a site that responds dynamically to organic and paid search by targeting the search terms people use to find your site.

#### Using magnifiers

The appearance and content of the home page, search pages and details pages can be generated dynamically according to geo-targeted and on-site tracking data that we collect from users. New HTML 5 specifications allow us to collect local weather data and leverage that data to create pages that target seasonal market changes. Additionally, on-site user tracking allow you to determine user interests and preferences, to further customize the user experience across the site.

You can change the strategic magnifiers for every vehicle in your inventory by using d2admin's car editor. A set of magnifier icons for various strategic categories appear next to each vehicle in your inventory, which you may turn on or off. Every vehicle can be set to display for multiple strategies.



Some examples of strategic magnification could include:

- Emphasis on sun roofs, convertibles and cooled seats during Summer months.
- Emphasis on heated seats, all-wheel drive, traction control and remote start during Winter.
- Emphasis on MPG displays and targeted banners/buttons for users who are interested in Eco-friendly vehicles.
- Trucks will have full trim and body information as well as emphasis on powertrain and towing features.
- On search pages, a fairness algorithm is used to improve search coverage so that the vehicles stay in even rotation.
- All lists use strategy-based sort and predictive highlighting.

#### SEO/SEM sniffing

Website content responds to organic and paid search by targeting specific search terms, presenting each user with a tailored experience based on their own preferences.

**SEO:** for organic search, our strategy widgets can display quick searches that target exactly what a user is looking for. Rules-based data can offer coupons and discounts, and runtime-responsive menus can be generated just for that user's terms that add content and accessibility tailored to their preferences.

**SEM:** You can manage campaigns for Google, Bing, facebook, and Twitter from one location. In addition to making it easier to publish your ad campaigns, d2admin can automatically craft ads that drive down costs significantly. Because the user's search terms are known, pages can be re-arranged to add images, keywords, title changes, and pre-set searches all based on a specific campaign. ROI data can be imported in order to centralize reporting.

d2admin also offers tighter affiliate tracking for contact details, including the ability to track activity on other sites.