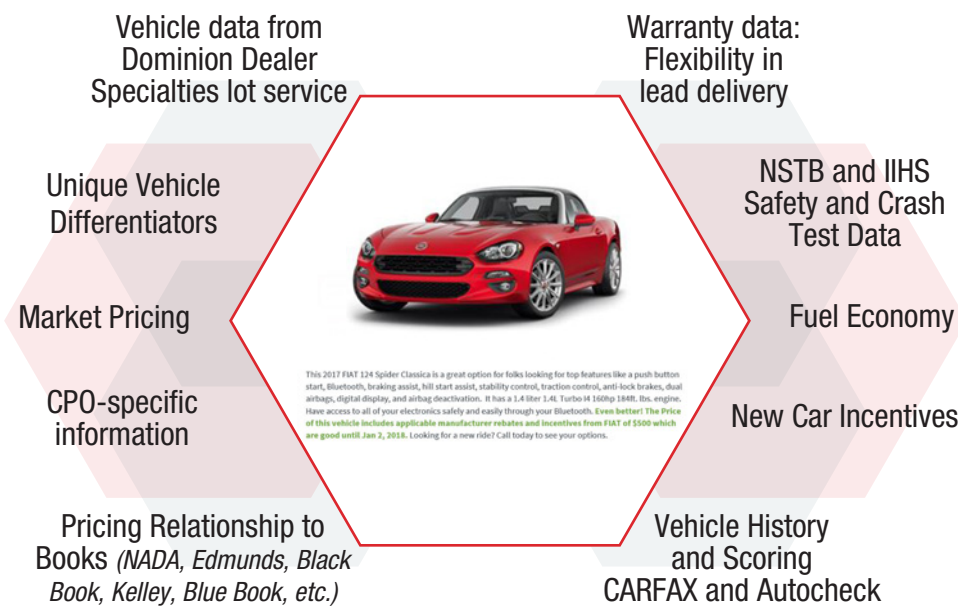




Dominion Storybuilder®

Dominion Storybuilder transforms details specific to your vehicle into engaging stories for online car shoppers.

Creating compelling online vehicle descriptions that engage consumers is a time-intensive and costly challenge for many dealers. Dominion Storybuilder automatically compiles vehicle specific information to help drive compelling vehicle stories that drive visitors to take action. Now, Dominion Storybuilder is even more powerful, incorporating unique vehicle differentiators, warranty information, NCI and more to create engaging vehicle stories. Storybuilder drives better results for both SRPs and VDPs with the ability to easily syndicate to any third party sites.



Benefits

- Rebuild stories automatically to drive fresh content and SEO
- Target likely buyers of specific vehicles with quick, effective vehicle stories
- Drive more VDP & SRP through more robust and relevant content
- Flexibility in story content saves time and money

Features

- Real-time, consumer focused content for new, used and certified vehicles
- Completely hands-free-no dealer action required
- Build stories in one click
- Highlight specific differentiators that make the unit unique in your marketplace
- Broad distribution to online vehicle listings such as Cars.com, AutoTrader, ETC, Dealership websites, and other web channels
- Evaluates key vehicle data to identify unique key differentiators