

# With help from Chrome Data's research solutions, iSeeCars.com increases its average site visit by 20%

*Combining vehicle listings with informative research dramatically increases site "stickiness."*

The car search engine iSeeCars.com is one central place where consumers can search vehicle listings from across the Internet. Early on the company realized consumers wanted more than just vehicle listings. They want research tools and guidance to help them make the most informed car buying decisions. That's why the company turned to research solutions from Chrome Data.

### Research solutions push the average time on its site to 20%

iSeeCars.com licenses Chrome Data's Auto-Brief vehicle reviews and Image Gallery of vehicle photos. These solutions allow the company to provide helpful research to users and deliver the "real" story through detailed, expert reviews and optimize vehicle descriptions with multi-view images. "The solutions from Chrome Data make our site more holistic in terms of meeting user needs," says Phong Ly, General Manager of iSeeCars.com. "We've seen increased engagement and site stickiness. Consumers now spend an average of 20% more time on our site."

### One provider for vehicle content saves time and money

Chrome Data provides a complete suite of research and description solutions that are designed to work

together seamlessly. By using one provider for its content needs, iSeeCars.com is saving time and money. As Ly says, "The ability to get this much data from one source saved us a good amount of time in the upfront development and implementation. Ongoing maintenance is also easier because we don't have to integrate updates from multiple sources."

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Phong Ly, General Manager | iSeeCars.com

### Complete information extends the value proposition for clients and consumers

iSeeCars.com provides useful information and vehicle analysis to help consumers make better decisions has extended its value proposition to consumers. "We originally were very car-search centric," says Ly. "We leveraged the solutions from Chrome Data to provide consumers with more guidance and relevant information. By providing that content we're able to tap into helping the consumer

with the car research part of the buying process. We're providing more value and seeing greater success as a result."

By offering research solutions from Chrome Data,

iSeeCars.com is meeting user needs, significantly increasing the time consumers spend on its site and providing value that other search engines can't match.

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### ABOUT ISEECARS | [www.iseecars.com](http://www.iseecars.com)



iSeeCars is an online car search engine focused on helping consumers search all cars for sale in a smarter and easier way. By analyzing every car, iSeeCars provides users with key insights and information to make a much more informed decision in picking the right car at the right price. With a strong online presence of millions of users, iSeeCars can also help dealers and OEMs promote their cars and dealerships to in-market car shoppers.