

Using Chrome Data, Interactive 360 has the confidence to offer a five-times-the-investment guarantee, or the client pays nothing

Backed by robust vehicle description and research solutions, the agency bets all on its services

The digital marketing agency Interactive 360 specializes in meeting the online marketing needs of automotive retailers. From search engine optimization to website design to inventory management systems, the company has it covered. Its all-inclusive services are so superior it guarantees them at five times a client's investment or the client pays nothing. It takes a lot of confidence to offer that kind of guarantee; a confidence that comes in part from using vehicle description and research solutions from Chrome Data.

Combining multiple solutions to offer all-inclusive services

Interactive 360 licenses Chrome Data's Automotive Description Service (ADS), Chrome Construct configuration and comparison web services and the Chrome Image Gallery. These solutions together pack a powerful punch, and are essential to creating results-driven automotive websites and comprehensive inventory management systems. "Solutions from Chrome Data allow us to offer all-inclusive service to our customers," said Rick McLey, CEO, Interactive 360. "We have all the content consumers want, which keeps them from jumping to another site and a dealer potentially losing a lead. Our dealers also love that we're not trying to upsell services."

Converting more leads into sales with multiple research options

Interactive 360 knows that giving consumers more ways to interact with a website, and more vehicle

choices often leads to a decision. That's why Chrome Construct is a standard tool in every website it builds. This web service makes it easy for consumers to configure and compare multiple vehicles. Said McLey, "The side-by-side comparisons and configuration tools are great. They give customers more ways to interact with a website so they stay longer and see more vehicles. Our dealers love Construct."

“Our company, our dealer customers and vehicle shoppers all benefit from Chrome Data's solutions.”

Rick McLey, CEO | Interactive 360

The company also depends on ADS to add vehicle choices into its dealer websites. It leverages the Chrome Style ID, a unique identifier for every vehicle down to the trim level, to display similar alternative vehicles in search results. "If a customer is looking at a Chevy Impala, for example, we can take that Style ID and automatically display used vehicles that meet those search parameters. It's all about giving the customer more choices so they will make a decision," said McLey.

Working more efficiently and saving time by leaving the data to the experts

As web services, Chrome Data hosts, maintains and updates the data behind ADS and Chrome Construct. By leaving the data to the experts, Interactive 360 can focus on its' core competencies. "Web services allow us to automate and streamline a lot of our processes, including vehicle descriptions and configuration," says McLey. "We don't have to worry about maintaining or

updating data, which allows us to work more efficiently and save time."

With a five-time-the-investment guarantee or a client pays nothing, Interactive 360 has to deliver superior solutions and results to stay in the black. The company is meeting that guarantee and exceeding customer expectations with help from Chrome Data's proven vehicle description and research solutions.

ABOUT INTERACTIVE 360 | www.interactive360.com



Interactive 360, Inc. delivers technology based, detail orientated, and efficient on-line marketing products and training customized to the needs of our individual clients. Through passion, focus and industry expertise, our mission is to position our dealer clients for market dominance. We are so sure of our results that we guarantee our clients' positive ROI at five times the investment or our services are free. We employ a team of marketing and training experts and continually enhance our marketing, training and technology investments in order to provide high-value services.