

## **Dominion Dealer Solutions Implements Significant Updates for its Market Center Digital Dashboard**

*Dominion Dealer Solutions Market Center Digital Dashboard has been enhanced to include real-time analytics for retention email marketing services and more.*

([PRWEB](#)) March 31, 2016 -- Dominion Dealer Solutions has released significant updates in email marketing analytics and vendor-agnostic enterprise-level digital reporting for its dealer-facing [Market Center Digital Dashboard](#) (MCDD). Dominion is an award-winning industry leader in reputation management, social media marketing, responsive websites and equity mining.

Historically, the MCDD has served Dominion dealers with real-time analytics and a singular access point for many of Dominion's digital solutions, including Inventory Management & Merchandising, Responsive Websites, Reputation Management, and Social Media Management. By using those digital products with the MCDD, dealers gain the highest level of transparency.

In advance of the 2016 [National Auto Dealer Association convention and expo](#), new enhancements include real-time analytics for Dominion's retention email marketing services. DDS has also expanded its enterprise reporting beyond reputation management to now include both social media management and website analytics, further equipping the dealer to manage the business' digital presence.

The new Retention Email Marketing widget within the MCDD delivers key metrics on Dominion's loyalty email marketing campaigns, including send statistics, resultant ROs by customer type, and service revenue generated. It allows dealers to quickly evaluate website traffic generated by specific email marketing campaigns and make strategic decisions to better drive ROI. Additionally, dealers can compare their own email marketing performance with other forms of advertising. This widget is available to all dealers using Dominion's email marketing programs.

Built on Dominion's shopper-centric philosophy, the newly-enhanced Enterprise Dashboard provides a roll-up of key website and social media metrics. It simplifies a dealer's [website and social media reporting](#) by bringing together key consumer shopping behavior metrics regardless of a dealership's website provider. The roll-up construction of the dashboard is especially powerful for dealer groups, Tier 2 dealer associations, and OEMs who seek deep insight into what is happening in stores, whether at a single point or across the dealer landscape.

"OEMs and large dealer groups have never had the visibility and decision-making power that are now available in our Market Center Digital Dashboard," stated Nicole Case, group general manager for Dominion Digital Marketing. "It is as deep as it is transparent – a real win for today's digital retailer."

Product manager Michael Sos agreed, "A dealer group may have 10 stores on one provider, 8 stores on a second, and 15 stores on a third. Without the power of our vendor-agnostic Market Center Digital Dashboard, they would not be able to view each store through a single lens. With it, dealers have the insight they need to move business forward."



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#### About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Solutions include customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform. Dominion's Progressive Retail Solutions also feature lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions. Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](#), like us on [Facebook](#), [Pinterest](#) or [YouTube](#), or follow us on [Twitter](#).

#### About Dominion Enterprises

Dominion Enterprises is a leading online marketing and software services company offering client solutions across multiple targeted business verticals. Our widely recognized B2C web and mobile portals, including ForRent.com, Homes.com, CycleTrader.com and BoatTrader.com, generate nearly 30 million unique visits monthly. Our B2B cloud SaaS solutions directly support clients in establishing their online and mobile brands, generating leads, and managing customer relationships. Dominion Enterprises has more than 40 businesses and 3,000 employees in our Norfolk, Va. home office, across the U.S., and internationally.

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