

## **Showroom Logic Announces ZipDriven Lite**

### *Free Version of Breakthrough ZipDriven Platform Helps Dealers Grow Market Share*

Miami, FL ([PRWEB](#)) October 06, 2016 -- October 6, 2016 - Showroom Logic, a digital marketing technology company with deep roots in the automotive vertical, announced today that ZipDriven Lite is now available to dealerships free of charge. The latest version of the groundbreaking ZipDriven platform that was released in October 2015, ZipDriven Lite gives dealers immediate access to reports and competitive insights about their dealership that help them understand their market share and create highly-focused marketing campaigns.

“Understanding where to spend precious dollars is the most important thing dealers can do to outperform their competition on the marketing front”, said Neal Gann, CEO of Showroom Logic “It’s critical to get actionable data into the hands of dealers so they can start improving the precision and performance of their marketing, especially on the modern digital battlefield. With ZipDriven Lite, dealers can now access in-depth market intelligence by simply setting up a free account.”

ZipDriven Lite shows dealers where they are winning and losing sales to the competition. The detailed make, model, and market reports within ZipDriven Lite provide more depth and intelligence to the data than is available in traditional market reports provided by the OEM. It uses market registration data to give dealers competitive insight about their makes, models, and segments. ZipDriven Lite can be accessed by dealers in states where market registration information is publicly available.

Armed with ZipDriven Lite data, dealers can focus their digital marketing campaigns on Google, Bing, and other key networks. When dealers concentrate their advertising efforts on models and zip codes that have the greatest sales opportunity, they increase market share, drive more in-market shoppers to their dealership, and save ad dollars.

ZipDriven Lite is the latest innovation from Showroom Logic. In addition to ZipDriven, Showroom Logic pioneered inventory-based digital marketing in automotive with AdLogic. Their flagship digital marketing management platform received the coveted Google Innovator Award in 2014 for increasing the conversion rate of automotive digital marketing campaigns. In 2014, Showroom Logic introduced Dynamic Conversion Pages, conversion-centric vehicle details pages that work in tandem with the dealer’s website.

Dealers can sign up for their dealership’s free ZipDriven Lite account at [www.zipdriven.com](http://www.zipdriven.com). They can upgrade to ZipDriven, now called ZipDriven Pro, for \$199 per month. ZipDriven Pro offers more comprehensive data than ZipDriven Lite and allows dealers to create even more precise and targeted digital marketing programs. For more information on ZipDriven, please go to [www.zipdriven.com](http://www.zipdriven.com) or [www.showroomlogic.com](http://www.showroomlogic.com).

### About Showroom Logic

Showroom Logic is an innovative digital marketing technology company with deep roots in the automotive industry. Its proprietary AdLogic and ZipDriven platforms have been built from the ground up and allow clients to increase market share by focusing ad dollars at the model and zip code-level through mobile, paid search, display, conquest and remarketing. Recognized for outstanding service, cutting-edge mobile focus, and conversion-centric technology, Showroom Logic was named 2015 Google Customer Satisfaction Champion,



earned a 2015 Google mobile performance award, and received the 2014 Google Innovator Award. It has also been named to the Inc.5000 list for three consecutive years. Showroom Logic has premier status as a Google Adwords Premier Partner and a Bing Ads Elite SMB Partner. Founded in 2009, Showroom Logic works with thousands of car dealers nationwide. For more information, visit [www.showroomlogic.com](http://www.showroomlogic.com).



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