Jim Ellis Automotive Dealerships Launches Online Dynamic Inventory Tool with Help of Spunlogic

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Â□We were already recognized as having one of the leading automotive dealership websites when we approached Spunlogic. We were hoping that their Online Behavior Strategy would help us improve our conversion rates, but we had no idea they would uncover an entire audience segment we werenÂ□t communicating with,Â□ says Wayne Ussery, Director of Internet Marketing for Jim Ellis.

At the onset of the project, Spunlogic performed an in-depth User Analysis to determine the factors that influence car buyers to take action. After implementing an online survey on the Jim Ellis website, Spunlogic uncovered that over one third of their users were still in the browsing stage of the buying process. Based on this discovery, Spunlogic created an application that allows users to browse Jim EllisÂ□s entire inventory online using a single screen. Users can choose different years, makes and models; as well as price, type of vehicle and engine specifications to display inventory that meet their needs. Utilizing a Flash interface, the system integrates real-time information from one of the nations leading automotive data providers.

Â□When we started this project with Jim Ellis, we were skeptical about the initial research we were finding about the behavior of users on dealership websites,Â□ stated Donovan Panone, VP of Online Behavior at Spunlogic. Â□After we performed a thorough User Analysis our suspicions were confirmed. Targeting a vast, yet overlooked, customer base became the basis of the new system.Â□

The new tool is located at the following website address: http://www.jimellis.com/newCarInventory/index.jsp.

About Spunlogic
Spunlogic, formed in 1998, is an award-winning interactive marketing and technology company that uses an in-depth understanding of online behavior to help companies attract, convert and retain customers. The company, which provides a full range of solutions including online behavior strategy, interactive design, web development, email marketing, online advertising and e-commerce applications, boasts a roster of both local and national clients including the Anheuser-Busch, Georgia Pacific, The HoneyBaked Ham Company, Simmons Bedding Company and Penske Truck Rental. To learn more about SpunlogicÂ□s capabilities, contact Spunlogic at sales@spunlogic.com or call 404.806.6970.

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Online Web 2.0 Version
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