

Product Excerpt

2016 Research Report & Buyers Guide



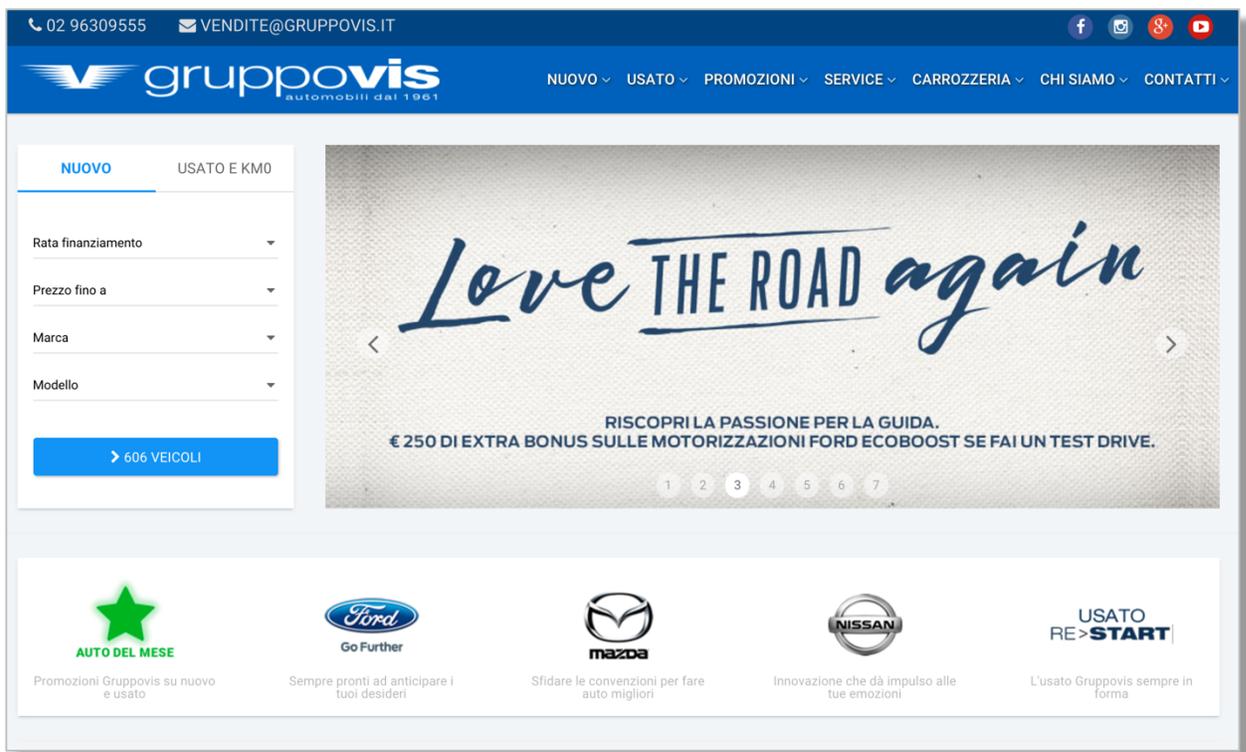
Winner: EU Websites

Smilenet
AUTOMOTIVE DIGITAL MARKETING

Smilenet

Live Demo	Y
Adaptive/Responsive:	Responsive
Pros:	Advanced CMS for European Marketplace Revolutionary VIN Specific Data Attractive Mobile SRP & VDP designs Schema.org markup for SRP and VDP
Cons:	Smaller Customer Base DMS Integrations Limited

Smilenet is an Italian Automotive Digital Marketing company that has been leading the EU market since 1998. Ivan Fila and his team have brought some of the most innovative features from US websites and implemented them into their responsive platform.



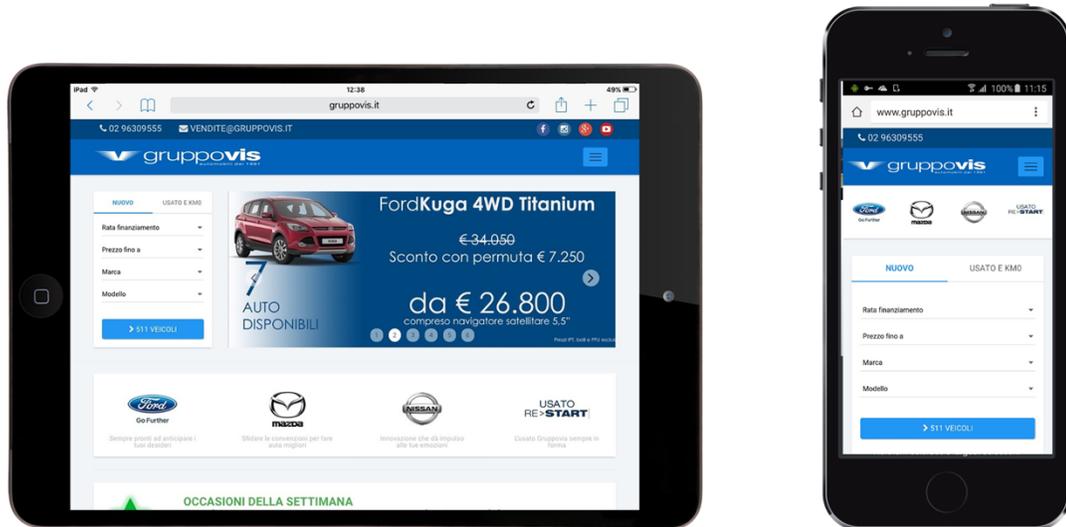
Smilenet is currently a boutique website company, but is continuously growing as they build out their online marketing services. These services include SEM, SEO, Social Media, Mobile Applications, Direct Mail, Video Marketing, and Inventory Management.

In efforts to incorporate the best technology into their platform, Smilenet has recently integrated Google Analytics, including Google Goals and Events. This implementation allows dealers to inspect their traffic and increase their ROI. They can also track phone calls and chat services.

The Smilenet design provides an impressive product roadmap and intuitive interface. These techniques have been used in the US for years, but Smilenet is taking charge to bring them into the EU market. We congratulate the company for adapting to meet the demands of the Italian auto shopper.

Mobile First Impressions

The Smilenet mobile integration was well done. The content is resized to fit the screen of the device, and the designs are well adapted to a Smartphone screen.

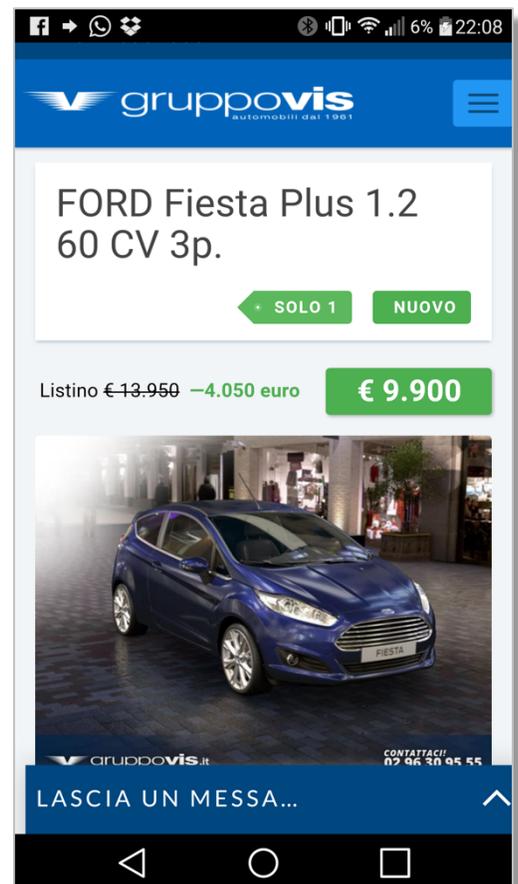


The VDP provides the consumer with large images of the photo gallery to grab their attention. This is an appealing design to shoppers, particularly on VDPs.

As for mobile integration on SRPs, Smilenet has chosen to describe the key data and provide a smaller image. The smaller image is not necessarily a bad thing, since it allows the shopper to learn more about the vehicle before clicking on the VDP.

The financial calculator has mobile integration, as well. The tool is based on the financial compounding used by Google. The shopper is able to choose their monthly payment and create a payment plan directly from the platform.

Once they find what they are looking for, consumers can book a car and the vehicle is secured from sale for three days. This system gives shoppers a greater span of time to get the vehicle they've reserved compared to any other platform we've reviewed.



New Car Inventory Integration

Smilenet stands out from other platforms in Italy by integrating searchable new car inventory, which we take for granted in the United States. Many Italian website platforms do not offer the ability to search in-stock new vehicle inventory. It is very common for dealer websites to just have a page for each new vehicle model, which forces the consumer to call the dealership or to move to another dealer that has decided to be more transparent with what is in stock.

Including the new cars in the dealership on the website platform allows consumers to search for cars as they would in the US. Since there are over 100 DMS companies in Europe, Smilenet works with any DMS provider to allow dealers to fully merchandise and market their new cars.

The screenshot shows the Ford Carpoint website interface. At the top, there's a navigation bar with the Ford logo and 'Carpoint.it' branding. Below that, a search bar and navigation menu are visible. The main content area displays 'Offerte Ford' and 'Offerte Auto Nuove | Carpoint'. A search results section shows 122 vehicles, with filters for body style (City Car, Berlina, Wagon, Monovolume, SUV) and other options. A red arrow points to the 'Berlina' filter, and an orange arrow points to the 'Berlina' filter. The search results list three Ford Ka+ 1.2 8V 69CV models, each with a price, availability, and a 'Lascia un messaggio' button. A red arrow points to the 'Disponibili: solo 1' text for the first model.

Modello	Carburante	Cambio (auto, manuale)	Numero posti	Prezzo fino a
City Car	Berlina	Wagon	Monovolume	SUV

Modello	Carburante	Cambio (auto, manuale)	Numero posti	Prezzo fino a
Ford Ka+ 1.2 8V 69CV	Berlina	Manuale	5	€ 9.250
Ford Ka+ 1.2 8V 69CV Titanium	Berlina	Manuale	5	€ 9.400
Ford Ka+ 1.2 8V 69CV Titanium	Berlina	Manuale	5	€ 9.700

In the example above, the Search Results Page (SRP) shows in-stock vehicle by body style, see orange arrow. Each model is listed down to the trim level, and the red arrow shows how many of that specific model are in stock. The website also utilizes US merchandising best practices to show vehicle MSRP and applicable discounts. Smilenet is breaking new ground for franchise dealer websites in the EU.

New Car Vehicle Detail Pages

The screenshot displays the Ford Carpoint.it website interface. At the top, there's a navigation bar with the Ford logo and 'Carpoint.it' branding. Below this, a header section lists various services like 'FORD NUOVE', 'VEICOLI COMMERCIALI', etc. The main content area is titled 'Promozioni Carpoint Ford Nuove' and features a detailed view of the 'FORD Ka+ 1.2 8V 69CV Titanium'. A large red arrow points to a yellow button labeled 'BLOCCA LA VETTURA' (Lock the car), which is part of a 'CONATTACCI ORA' (Contact now) section. Below the car image, there are tabs for 'Options', 'Accessori di serie', and 'Consumi'. A financing calculator is present, showing a monthly rate of €162,00. A purple arrow points to the 'Scegli la rata per il tuo finanziamento' (Choose the rate for your financing) section. At the bottom, there's a section for 'Altre Ford nuove che potrebbero interessarti:' (Other new Ford cars that might interest you:), displaying four smaller car listings with their respective prices and specifications.

Smilenet's design incorporates many features of US automotive websites into their design. One highlight of the design, when compared to other EU platforms, is the clean VDP with a clear call to action. They have also included any vehicle discounts on the VDP as well as PayPal reservation capability, as shown by the red arrow.

The Vehicle Detail Pages (VDP) have multiple conversion opportunities including requesting a test drive.

In the VDP example on the left, the orange arrow points to the payment calculator, which again is very innovative for the EU market.

The purple arrow points to the area where similar vehicles are shown to increase shopping activity. This is very important when you consider that more dealers are using dynamic VIN level advertising, where a VDP may be the first page that a consumer visits on the dealership's website.

The platform has recently implemented stock photos, giving the dealer the option to use the stock image or the photo of the actual vehicle.

Smilenet has taken the successful methods of the US market and continues to lead the transformation of the EU automotive industry.

We would like to see more photos of the new car in the future. Smilenet is taking steps for used cars, but shoppers want more photos for new as well. For the time being, we think this is an advantage they have to take hold of.

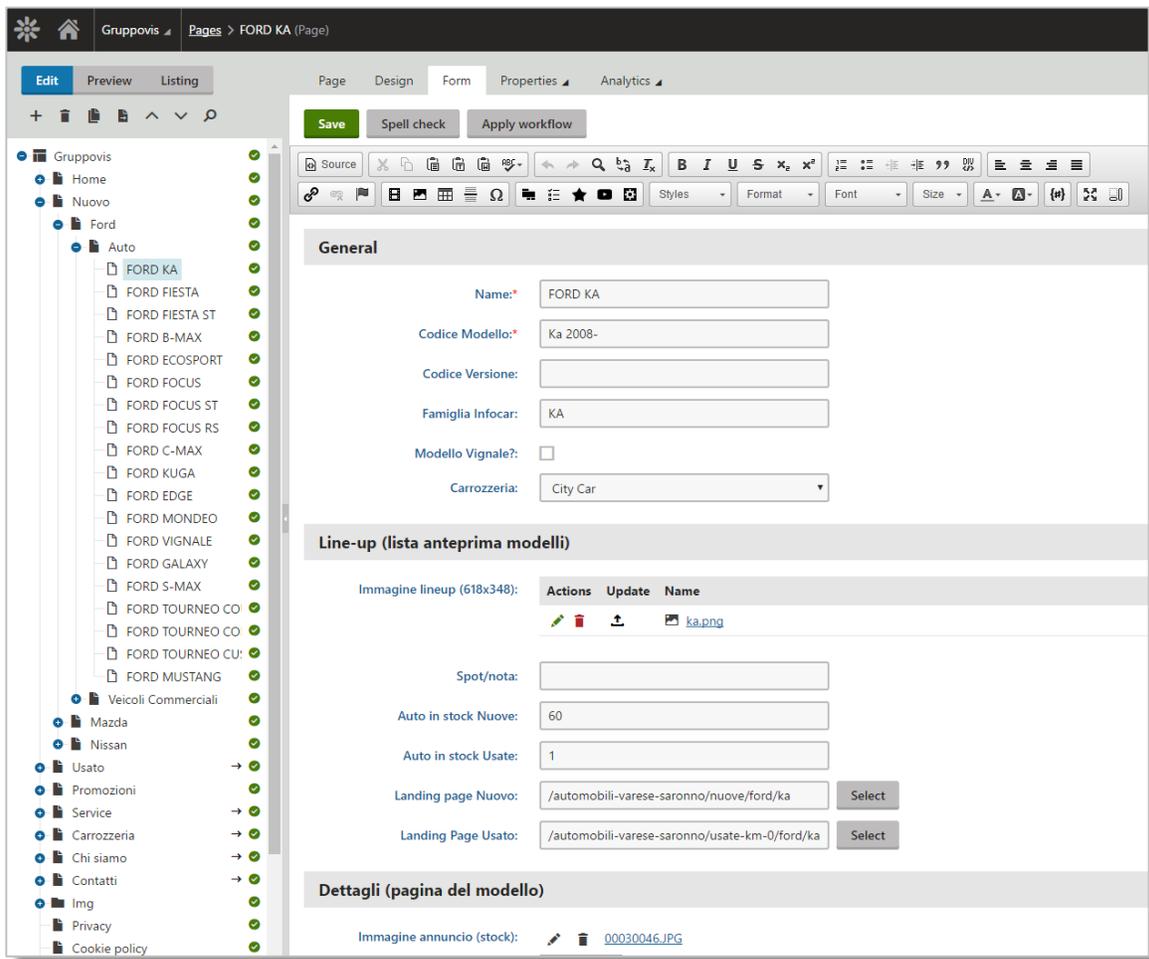
Used Car Vehicle Detail Pages

The precision of Smilenet may be the norm for the US market, but it is revolutionary for European websites. The used car VDPs provide VIN data photos, with accurate features and detailed information. The used car pages integrate the DMS of the dealer to update the information and maintain an accurate list. The fully responsive design supports a large number of photos, which is appealing to shoppers. It also provides the consumer with similar vehicles to the one they are viewing.

Some font changes could be made to improve the conversion of consumers on mobile devices, but overall the platform successfully provides a clean, informative design.

Custom Content

The website platform is built on the Kentico CMS tool, which includes a "Microsoft" style folder tree. The tool allows for a full line of content editing options. This gives dealers the ability to fully customize their web page designs.



New special offers and banners are uploaded and updated by an automated process. If dealers need assistance, the customer support team is available for customization of dealership content. The interface is very easy to navigate, and the on call customer support team ensures a successful user experience.

Live Chat

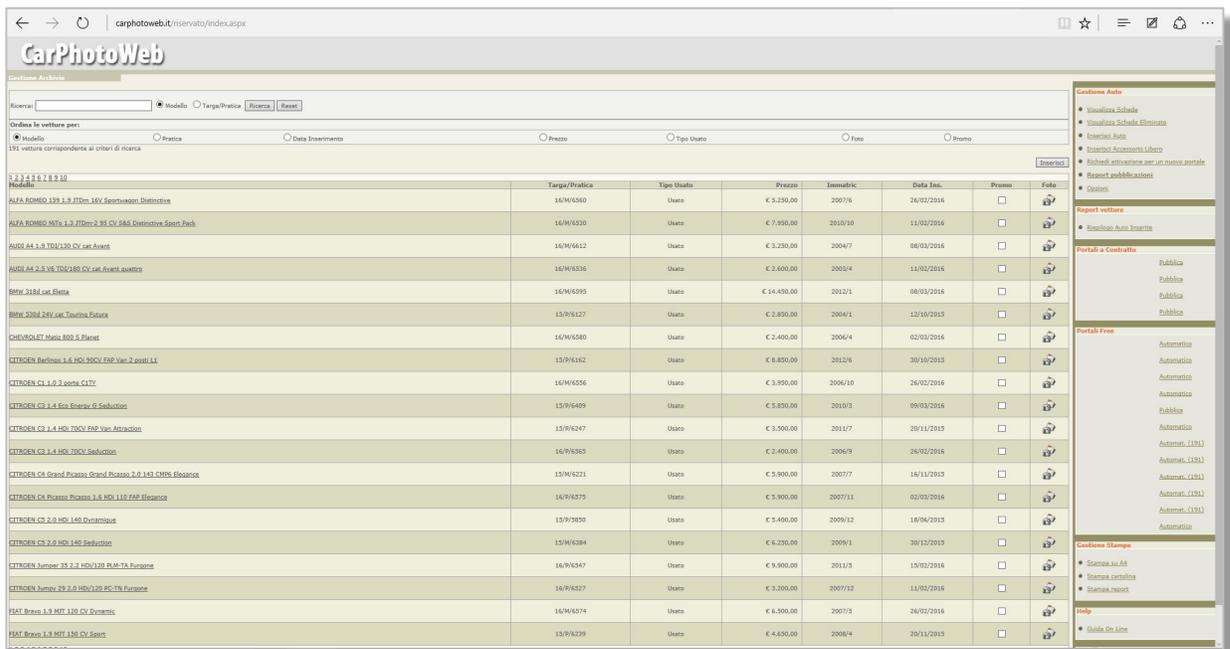
The Live Chat feature allows dealers to track their chat data from different points in the conversation. Using these landmarks, dealers can see where shoppers are disengaging, suggesting there might be issues with the dealership's approach during that step.

All chat information is pulled directly into Google Analytics using the Google Tag Manager. The ability to track the series of events during the chat process provides dealers with the most detailed reporting available.

CarPhoto Web

The CarPhoto Web feature is Smilenet's inventory management and merchandising software platform. The intuitive software allows dealers to take photos of their in-stock vehicles and write descriptions for each. Dealers can define standard and added features in the vehicle description. The software also has direct integration with some DMS providers in the EU.

CarPhoto Web syndicates dealers' vehicles online, ensuring an up-to-date website with high visibility. For users who want to take their strategies off line as well, the CarPhoto Web software prints media for postal campaigns or direct promotional campaigns.



The screenshot shows the CarPhotoWeb interface. At the top, there's a search bar and navigation tabs for 'Modello', 'Targa/Pratica', 'Ricerca', and 'Eventi'. Below the search bar, there are filters for 'Ordina le vetture per:' (Modello, Pratica, Data Inventario, Prezzo, Tipo Usato, Foto, Promo) and a '191 vetture corrispondenti ai criteri di ricerca' indicator. The main content is a table of vehicles with columns: Modello, Targa/Pratica, Tipo Usato, Prezzo, Immatric., Data Inv., Promo, and Foto. The table lists various car models like ALFA ROMEO 159, AUDI A4, BMW 118d, etc. On the right side, there are several vertical panels: 'Condizione Auto' (Visualizza Scheda, Visualizza Scheda Eliminare, Visualizza Auto, Visualizza Accessori Libero, Richiedi informazioni per un nuovo articolo, Report pubblicazioni), 'Report vetture' (Visualizza Auto Inventario), 'Portali a Contratto' (Pubblica, Pubblica, Pubblica), 'Portali Free' (Automatico, Automatico, Automatico, Automatico, Automatico, Automatico, Automatico, Automatico, Automatico), and 'Condizione Stampa' (Stampa su A3, Stampa cartolina, Stampa report). At the bottom right, there's a 'Help' section with 'Guida On Line'.

Modello	Targa/Pratica	Tipo Usato	Prezzo	Immatric.	Data Inv.	Promo	Foto
ALFA ROMEO 159 1.9 T16m 16V Sportwagon Distinctive	16/M/5560	Usato	€ 5.230,00	2007/6	26/02/2016	<input type="checkbox"/>	
ALFA ROMEO MiTo 1.3 T16m 2.0 CV 55S Distinctive Sport Pack	16/M/5530	Usato	€ 7.950,00	2010/10	11/02/2016	<input type="checkbox"/>	
AUDI A4 1.9 TDI 130 CV cat Avant	16/M/6612	Usato	€ 3.230,00	2004/7	08/03/2016	<input type="checkbox"/>	
AUDI A4 2.0 V6 TDI 180 CV cat Avant quattro	16/M/5536	Usato	€ 2.600,00	2003/4	11/02/2016	<input type="checkbox"/>	
BMW 118d cat Eletta	16/M/6995	Usato	€ 14.450,00	2012/1	08/03/2016	<input type="checkbox"/>	
BMW 330d 25V cat Touring Futura	15/9/6127	Usato	€ 2.850,00	2004/1	12/10/2015	<input type="checkbox"/>	
CHEVROLET Meriva 800 S Pleasant	16/M/6580	Usato	€ 2.400,00	2006/4	02/02/2016	<input type="checkbox"/>	
CITROEN Berlingo 1.6 HDI 90CV FAP Van 2 posti L1	15/9/6162	Usato	€ 8.850,00	2012/6	30/10/2015	<input type="checkbox"/>	
CITROEN C1 1.0 3 porte CITY	16/M/6556	Usato	€ 3.950,00	2004/10	26/02/2016	<input type="checkbox"/>	
CITROEN C1 1.4 Eco Energy 6 Seduzione	15/9/6409	Usato	€ 5.830,00	2010/3	09/03/2016	<input type="checkbox"/>	
CITROEN C1 1.4 HDI 70CV FAP Van Amplexion	15/9/6247	Usato	€ 3.500,00	2011/7	20/11/2015	<input type="checkbox"/>	
CITROEN C1 1.4 HDI 70CV Seduzione	16/9/5925	Usato	€ 2.400,00	2006/9	26/02/2016	<input type="checkbox"/>	
CITROEN C4 Grand Picasso Grand Picasso 2.0 143 CHRS Elegance	15/M/6221	Usato	€ 5.900,00	2007/7	14/11/2015	<input type="checkbox"/>	
CITROEN C4 Picasso Picasso 1.6 HDI 110 FAP Elegance	16/9/6575	Usato	€ 5.900,00	2007/11	02/02/2016	<input type="checkbox"/>	
CITROEN C2 2.0 HDI 140 Dynamic	15/9/5850	Usato	€ 5.400,00	2009/12	18/06/2015	<input type="checkbox"/>	
CITROEN C2 2.0 HDI 140 Seduzione	15/M/6384	Usato	€ 6.200,00	2009/1	30/12/2015	<input type="checkbox"/>	
CITROEN Jumper 29 2.2 HDI 120 PLM 7A Furcione	16/9/6547	Usato	€ 9.900,00	2011/3	15/02/2016	<input type="checkbox"/>	
CITROEN Jumpy 29 2.0 HDI 120 PC 7M Furcione	16/9/6527	Usato	€ 3.200,00	2007/12	11/02/2016	<input type="checkbox"/>	
FIAT Bravo 1.9 MT 120 CV Dynamic	16/M/6574	Usato	€ 6.500,00	2007/3	26/02/2016	<input type="checkbox"/>	
FIAT Bravo 1.9 MT 150 CV Sport	15/9/6229	Usato	€ 4.630,00	2008/4	20/11/2015	<input type="checkbox"/>	

Vehicle Syndication



CarPhoto Web allows dealers to syndicate their inventory to third party websites and classified advertising portals. The feature is similar to what Homenet brought to websites in the US. The list of portals includes:

Free Portals	Paid Portals
AutoMoto.it	Automobile.it
VendiAuto	Subito.it
Trovit	Quattroroute.it
Adoos	Secondamano.it
Auto Remarket	Auto Supermarket
Bakeca	AutoProntaConsegna.com
BigList	Autosalone Web
AutoDreams	Clickar
Caraffinity	Spazio Auto
InfoMotori	TuttoAffari.com
Cerca-Auto.it	Repubblica.it
Cerco e trovo	Velo Annuncio
Mitula	Webmobil 24
Motori Online	TruckScout24
OLX	Autoscout24
Shopping Car	Automobile.it
Tutto Mercato	Subito.it