



# mdTransit v 1.0

## Features List

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MdTransit version 1.0 is a robust automotive vertical solution that integrates automotive dealer listings into a classifieds website providing visitors with a method to research and locate vehicles. This valuable addition to a website's classifieds portal provides the features listed below.

**Note:** Configurations vary, and may or may not include all features.

\* Features marked by an asterisk are only available if the necessary data is present in the data feeds.

### **Site Features**

#### **Detailed Vehicle/Dealer Information**

- Photographs are available for all for new and some used vehicles.
- Dealer logos are displayed beside vehicles, on the search results page.
- Daily inventory counts for each vehicle category.
- Site visitors can link to dealers websites to perform the following (if provided by dealer site):
  - request more information
  - visit the dealer's site
  - view dealers full inventory
  - view a map to the dealer
  - get a price quote
  - schedule service appointments
  - order parts
  - schedule test drives

#### **Comparison Abilities**

- A "My Selected Vehicles" page stores desired vehicles for later viewing and comparisons.
- A new car configurator allows visitors to customize a vehicle with specific options.

#### **Flexible Search Options**

- Contextual searching allows visitors to locate the most relevant inventory matches. Visitors can search by:
  - keyword
  - type (New, Used, Both)
  - model
  - color
  - VIN # \*
  - seller's zip code
  - search radius (in miles)
  - price range
  - new or used
  - seller type (dealer, classifieds, both)
  - count of vehicles in database
  - vehicle manufacture date
  - mileage
  - certified pre-owned vehicles \*
- Advanced search options can limit results using the following criteria:
  - vehicle manufacture date
  - price range
  - mileage range
  - number of results returned
  - limit the number of makes/models to 6
  - search only last 7 days of classifieds \*
  - body type (sedan, SUV) \*
  - vehicle category (Antique, Classic) \*
- Search results can be easily outputted to a printer friendly version.

- Vehicle search results are returned in tabular format, allowing for easy sorting. Data returned includes:
  - new vehicle flag
  - price
  - photo thumbnail or icon (includes notations indicating whether it is custom or stock\*)
  - link to video feature \*
  - vehicle color
  - seller's contact information
  - certified used car notation \*
- Individual vehicle search result pages display vehicle features and seller comments. Newspaper ads also include the ad id, ad date and newspaper name.
- In addition to vehicle searches, visitors can also perform dealer searches to find contact, location, and inventory information.

### **Site Tools**

- A Monthly Payment calculator allows visitors to calculate the monthly payments and finance rate for a vehicle. When this is accessed from a specific vehicle listing, the vehicle's price is automatically entered.
- Used car appraisals and reviews allow visitors to research pre-owned vehicles as well as new vehicles.
- E-mail notifications can be sent when inventory matches become available.
- Visitors can e-mail the text of ads to themselves or to friends.

### **Data Management & Reporting Features**

- Stock images are displayed for vehicles that do not have an associated photo.
- Dealer Information pages can be accessed from the search results page. These pages include: dealer contact information, logo, website link, and inventory.

### **Utilities**

- AutoShow, a real-time inventory management tool, allows dealers to update and manage inventory for data feeds. This tool allows for dynamic searching, VIN decoding, flexible data columns, and the ability to add photos to vehicle listings.

### **Storage and Archiving of Listings**

- All listings remain in the database for the specific run length plus 8 days, providing automatic short-term storage.

### **Ad Delivery Targeting**

- Templates can be integrated with ad serving software to position ads on specific pages.
- Preferred dealer inventories can be given priority placement on search results pages. This is assigned in the inventory data feed for each vehicle, through AdManipulator, or for the entire inventory through template modifications.

### **Reporting**

- A web-based reporting system allows administrators to view traffic and usage reports for the entire automotive site and for each dealer. Report data includes:
  - total site traffic
  - pages viewed
  - traffic to each page
  - referring sites
  - dealer locator zip codes
  - inventory
  - inventory searched (new, used, both)
  - click through rates to dealer's sites
  - the number of contact dealer requests
  - inventory searches by zip code

- Each report can be downloaded to a CSV file to import into other applications.
- Dealer Inventory reports provide:
  - number of vehicles in inventory
  - number of vehicles with color
  - number of vehicles with a price
  - number of vehicles with a photo
- Dealer activity reports are similar to the site reports but return data only for the specified dealer. Data includes:
  - traffic
  - inventory searches
  - inventory viewed
  - inventory comparisons

## **Templates**

- All templates are completely customizable. Morris Digital Works matches the automotive site design to a core set of templates, but site administrators can easily alter them.
- Template driven output allows complete flexibility in presentation and supports multiple publishing platforms.

## **Automated Data Parsing**

- Features such as make, model and year can be extracted from newspaper classifieds ad text and stored as fielded data. Additional data fields are easily created without modifying the software.

## **Integrated Data Feeds**

- MdTransit can import data from the following sources:
  - newspaper classifieds
  - Cobalt inventories
  - online ad order entry systems
  - data providers meeting the file requirements.

## **Third Party Vendor Data**

- MdTransit can integrate data from several well-known automotive industry vendors including: Chrome, Dealer Specialties, Edmunds, Call Bright New Car Test Drive, and AIC.
- The vendors listed above provide a variety of functionality including:
  - new car configurators
  - used car appraisals and trade in values
  - vehicle model reviews
  - vehicle history reports
  - toll free numbers for tracking leads
  - stock photos of vehicles
- Additional vendors can be integrated by making changes to the default mdTransit templates.
- Vendor functionality is presented in popup windows, so visitors never leave the Autos site.