

Solutions from Chrome Data help Quadro Marketing step up as a top developer of dealership websites

The combination of descriptive data, images and configuration drives lead-producing, high-quality dealership websites

Quadro Marketing specializes in both traditional and digital marketing. One of its primary markets is the automotive industry, where it creates quality dealership and auto group websites with the primary goal of delivering quality, first party leads. Accurate and detailed vehicle content is the backbone of its websites. Greg Watkins, owner of Quadro Marketing, says “Our company depends on the data and solutions from Chrome Data to help ensure both Quadro’s success and that of its dealers.”

One content provider streamlines implementation and on-going operations

Quadro Marketing licenses Chrome Data’s Carbook Showroom, Automotive Description Service (ADS) and Chrome Image Gallery. All Chrome Data solutions are designed to work together seamlessly, so implementation and data mapping is a snap. “With ADS we can take all images, vehicle specifications and pricing and normalize it all down so we can return the right information to the end users,” says Watkins. “It makes it really simple to ensure the inventory is displayed properly and updated daily.” The company is also excited to add Chrome Data’s new incentive product to its offerings, which will happen later this year. “At that point we’ll be getting three key components to create successful websites – images, vehicle specifications and incentives – all from one provider. That makes our job a bit easier,” says Watkins.

Framed-in configurator generates quality leads and website ‘stickiness’

Quadro Marketing’s main objective for its dealer websites is quite simple: keep consumers on the site until they submit a lead. With hundreds of research sites available there is stiff competition for every consumer. That’s why the company integrates Carbook Showroom into all of its dealer websites.

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Greg Watkins, Owner | Quadro Marketing

This framed-in configurator delivers all the vehicle information consumers demand, so they stay on the dealer site instead of jumping out to a manufacturer or auto site configurator. Carbook Showroom also sends leads only to the dealer. Says Watkins, “I see the leads come in every week for each dealer. Carbook Showroom keeps consumers on the site and generates quality leads. It does exactly what we need it to.”

Solid content paves the way to expansion

With solid content backing their website application, Quadro Marketing is looking ahead to expansion. “Solutions from Chrome Data are making expansion a possibility,” says Watkins. “Our application is built, it’s working well, and the application will travel at this point. The integrated solutions from Chrome Data have made it all possible.”

By partnering with Chrome Data for vehicle descriptions, configuration and images, Quadro Marketing is creating dealership websites that truly deliver by generating a high volume of quality leads that ultimately help its dealerships sell more vehicles. With a dialed-in application, the company is ready to bring its formula for success to dealers across the country.

ABOUT QUADRO MARKETING | www.quadromarketing.com



Quadro Marketing is a one-stop marketing firm delivering quality services that achieve results for its clients. Its services include websites and mobile sites, search engine marketing, social media marketing and traditional marketing. The company specializes in designing, developing and maintaining dealer and auto group websites that generate high-quality leads resulting in increased sales.