



Dealer Success | 855-568-4140 | [www.dealersuccess.net](http://www.dealersuccess.net)

## CloudEngage Appoints DealerSuccess U.S. Distributor for Geo-Aware Software in Auto Industry

Advanced Geo-Targeting Solution Wins Website "Rising Star" Award at 2015 NADA Convention

*"CloudEngage is designed to make it easy for dealers and retailers to deliver a customized message to only the people they want to see it, simply by drawing a geo fence around a particular crowd"*

PORTLAND, OR AND VANCOUVER, WA (PRWEB) FEBRUARY 02, 2015

CloudEngage, the geo-targeting solution for brands and retailers, today announced that DealerSuccess has been named the exclusive U.S. distributor of its software products for automotive and motorsports dealership websites. Vancouver-based DealerSuccess has a long history of bringing new technology solutions to dealerships and will market, sell and support the CloudEngage platform.

The CloudEngage solution allows dealerships and auto/motorsports retailers to draw a "geo-fence" around specific locations or groups and deliver unique messages, information, offers and events to only these shoppers when they visit the dealership's desktop or mobile website. The software also gives dealers the ability to provide customers with turn-by-turn voice navigation and change messages in minutes.

"We are excited to partner with DealerSuccess to bring our advanced software to the automotive and motorsports industries," said CloudEngage Chief Executive Paul Wagner. "They have an outstanding track record of not just marketing to dealerships but also providing the support and service that ensures success."

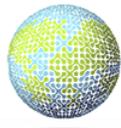
The advanced geo-platform was originally tested at Dick Hannah Honda and generated record sales for the dealership.

"CloudEngage is designed to make it easy for dealers and retailers to deliver a customized message to only the people they want to see it, simply by drawing a geo fence around a particular crowd," said Kim Orr, co-founder of DealerSuccess. "This is exactly the kind of product we want to recommend to the dealerships we serve. It has achieved outstanding results, and we believe it will transform how the industry markets to consumers through their own websites."

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A "Rising Star" award was given to CloudEngage at the 2015 Automotive Website Awards, held during the recent National Auto Dealers' Association convention in San Francisco. The annual awards recognize the best vendors in automotive digital marketing.

Brian Benstock VP & GM of Paragon Honda & Acura noted that, "With CloudEngage we are able to intercept customers at the zero moment of truth, right before they buy. The ability to have our own message reach customers at the right time is critical."

For more information on DealerSuccess and CloudEngage, contact: Kim Orr at 855568-4140

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