



# DEALERSUCCESS



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## CloudEngage Named a 2015 Rising Star

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Dealers have been told that geo-fencing technology will give their marketing strategies a boost, but few dealers have experienced the “promised land.” This year, a new company is offering a self-serve marketing tool that brings geo-fencing to the masses, and we are pleased to award them with a Rising Star Award. CloudEngage simply presents a pop-up offer when consumers visit a dealer’s website. These offers can be triggered by where the consumer is physically located or the offers can be presented to everyone who visits a particular website page. The software also provides a well-designed dealer locator and coupon management system that empowers dealership website for mobile shoppers. Consumers will find that the dealer locator and mapping technology provided by CloudEngage to be superior to

the embedded mapping tools on the normal mobile website. The Rising Star winners are picked based on the length of product release, number of dealers using the product, what is needed for the product to catch fire and more. One of four great companies to take home the award this year is CloudEngage. Dealers can create unlimited special offers using CloudEngage and they do not have to have a geo-fencing strategy. Dealers who are trying to hit specific sales model goals or who are interested in communicating a special promotion can use the pop-up campaigns to their strategic advantage. CloudEngage is a creative tool for conquering cross-market shoppers and gives dealers the ability to create proactive website engagement campaigns. We applaud CloudEngage for their innovation, and are delighted to present them with a Rising Star Award.

### Automotive Website Awards Honor Rising Stars

This year, the 2015 Automotive Website Awards took place on Thursday, January 22nd in San Francisco, just prior to the National Automobile Dealer Association Convention. The City Club of San Francisco hosted the award show which presented 37 awards to the best website and technology products on the market for car dealers, and one honored individual. Throughout the rest of the convention, car dealers can learn more about PCG by visiting booth #6505W at NADA. For more information about the Rising Stars and the rest of the Automotive Website Award recipients, please visit <http://www.automotivewebsiteawards.com>.

Localization meets conversion rate optimization.  
Geo-Technology WITHOUT an app. Brilliant.

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