

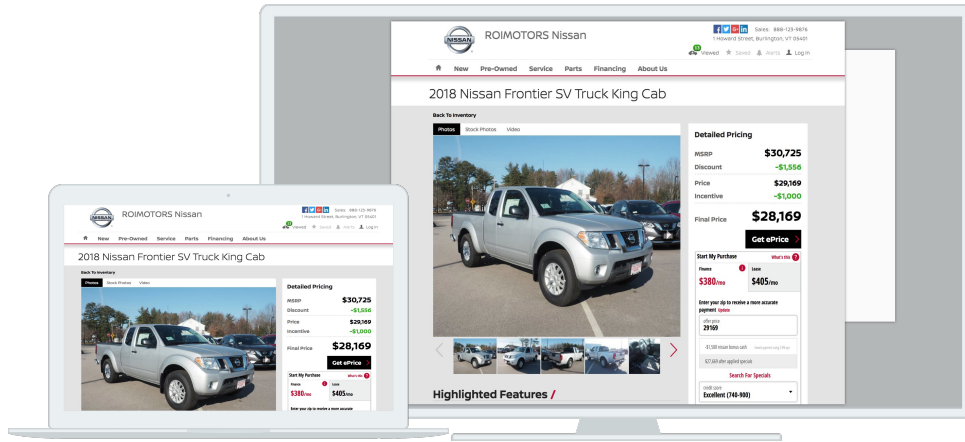
Vehicle Deal Page

Dealer.com Product & UX

GOAL 1

Make the Car the Star

What do shoppers focus on?



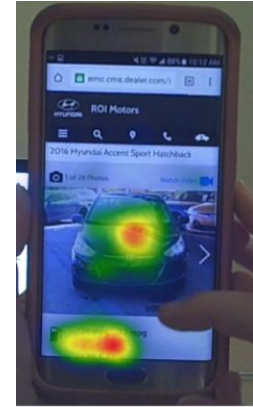
88%

of desktop sessions that view at least one VDP interact with photos



58%

of mobile sessions that view at least one VDP interact with photos



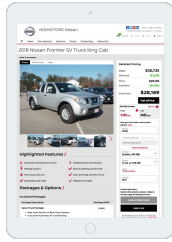
Initial moments of VDP show how much attention is focused on pictures and high level vehicle attributes.

On average, if a user interacts with photos, they see **more than six photos** during their visit.

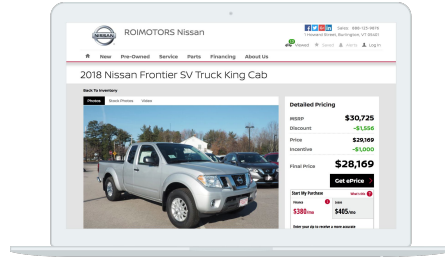
How are shoppers viewing the VDP?



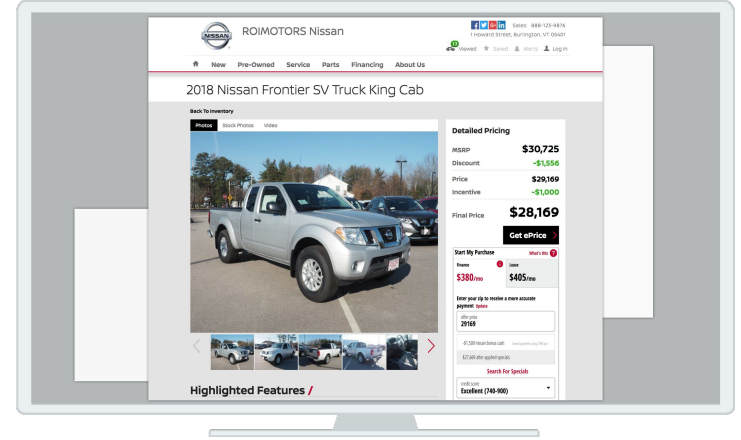
49%
Mobile



8%
Tablet



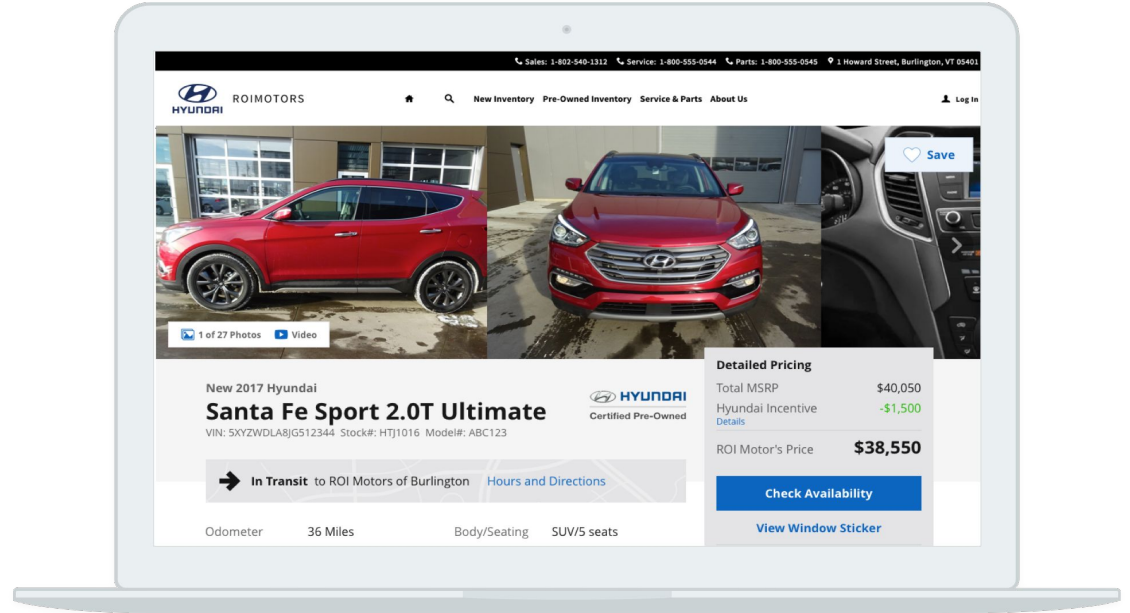
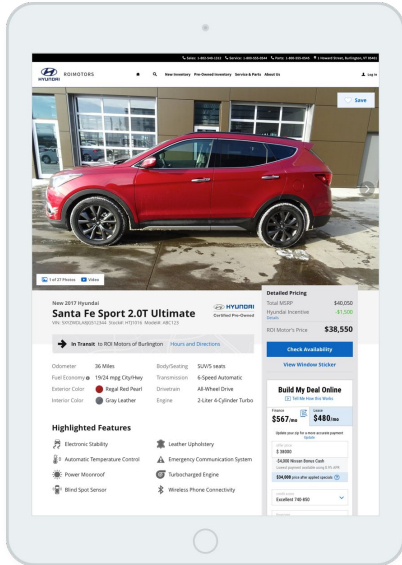
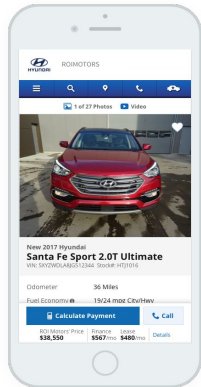
24%
Laptop & Small Desktop
(<1366px Width)



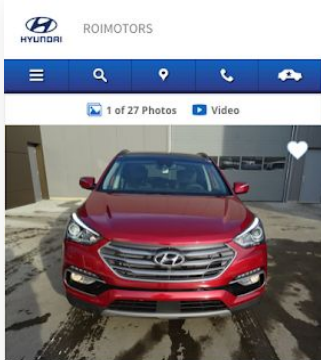
19%
Large Desktop
(<1366px Width)

31% of desktop shoppers view in a browser <660px tall.

Note: Breakdown based on actual browser viewport, not device resolution.



The new VDP prioritizes vehicle photo, title, and pricing on every device and browser size.



New 2017 Hyundai
Santa Fe Sport 2.0T Ultimate
 VIN: SKY2WDLA8JG512344 Stock#: HTJ1016

Odometer	36 Miles
Fuel Economy	19/24 mpg City/Hwy
Exterior Color	Regal Red Pearl
Interior Color	Gray Leather
Body/Seating	SUV/5 seats
Transmission	6-Speed Automatic
Drivetrain	All-Wheel Drive
Engine	2-Liter 4-Cylinder Turbo

Highlighted Features

- Electronic Stability
- Leather Upholstery
- Automatic Temperature Control
- Emergency Communication System
- Power Moonroof
- Turbocharged Engine
- Blind Spot Sensor
- Wireless Phone Connectivity

[+ Included Packages & Options](#)

[+ Detailed Specifications](#)

[+ Included Packages & Options](#)

[+ Detailed Specifications](#)

[+ KBB.com Consumer Reviews](#)

Detailed Pricing

Total MSRP	\$40,050
Hyundai Incentive	-\$1,500
Details	
ROI Motor's Price	\$38,550

[Check Availability](#)

Build My Deal Online
[Tell Me How This Works](#)

Finance	Lease
\$567/mo	\$480/mo

Update your zip for a more accurate payment [Update](#)

offer price
\$ 38000

-\$4,000 Nissan Bonus Cash
 Lowest payment available using 0.9% APR

\$34,000 price after applied specials

credit score
Excellent 740-850

financing
72 mos. at 0.9% APR

down payment
\$ 2000

CONTINUE BUILDING
 Valueate your trade-in, explore vehicle protection options, even apply for financing!

[Continue My Purchase](#)

[I'm Ready to Send Now](#)

Estimated payment based on 2.99% APR for 72 months with \$2,000 down for well qualified buyers. Terms may vary. [See More Details](#)

financing
72 mos. at 0.9% APR

down payment
\$ 2000

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[Ask](#) [Drive](#) [Share](#)

[View Window Sticker](#)

We're here to help
888-123-4567

Purchase prices do not include tax, title, license, or \$395 doc fee. Prices include the listed Factory Options and Incentives. Please verify all information. We are not responsible for typographical, technical, or misprint errors. Inventory is subject to prior sale. Contact us via phone or email for more details.

**MPG Based on 2017 EPA mileage ratings. Use for comparison purposes only. Your mileage will vary depending on driving conditions, how you drive and maintain your vehicle, battery-pack age/condition, and other factors.

Also Recommended For You...

New 2017 Hyundai
Santa Fe SE
\$27,995

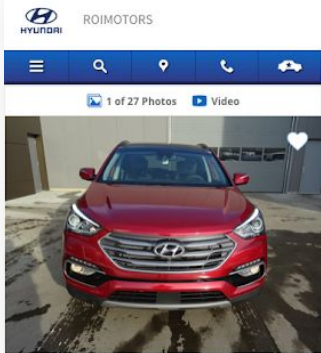
VDP Anatomy

1 Prioritized high-level vehicle information.

"I want to know more about the vehicle before I figure out whether or how I am going to pay for it."
 - Mobile Study Participant

2 Progressive disclosure of detailed vehicle information like Packages & Options, Detailed Specifications, and Reviews allows for fast scanning of the page.

"I like having the option to expand. It gives me the option to scroll down quickly." - VDP Study Participant



New 2017 Hyundai
Santa Fe Sport 2.0T Ultimate
VIN: 5XYZWDLA8JG512344 Stock#: HTJ1016

Odometer	36 Miles
Fuel Economy	19/24 mpg City/Hwy
Exterior Color	Regal Red Pearl
Interior Color	Gray Leather
Body/Seating	SUV/5 seats
Transmission	6-Speed Automatic
Drivetrain	All-Wheel Drive
Engine	2-Liter 4-Cylinder Turbo

Highlighted Features

- Electronic Stability
- Leather Upholstery
- Automatic Temperature Control
- Emergency Communication System
- Power Moonroof
- Turbocharged Engine
- Blind Spot Sensor
- Wireless Phone Connectivity

+ Included Packages & Options

+ Detailed Specifications

+ Included Packages & Options

+ Detailed Specifications

+ KBB.com Consumer Reviews

Detailed Pricing

Total MSRP	\$40,050
Hyundai Incentive	-\$1,500
Details	
ROI Motor's Price	\$38,550

[Check Availability](#)

Build My Deal Online

[Tell Me How This Works](#)

Finance	Lease
\$567/mo	\$480/mo

Update your zip for a more accurate payment [Update](#)

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financing
72 mos. at 0.9% APR

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[Continue My Purchase](#)

[I'm Ready to Send Now](#)

Estimated payment based on 2.99% APR for 72 months with \$2,000 down for well qualified buyers. Terms may vary. See More Details

[Ask](#) [Drive](#) [Share](#)

[View Window Sticker](#)

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Also Recommended For You...

New 2017 Hyundai
Santa Fe SE
\$27,995

Estimated payment based on 2.99% APR for 72 months with \$2,000 down for well qualified buyers. Terms may vary. See More Details

VDP Anatomy

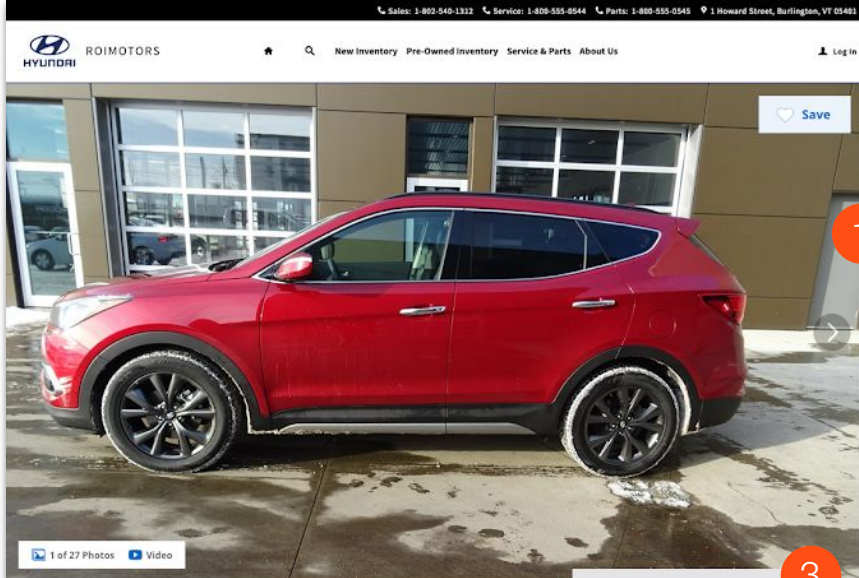
3 Displayed detailed pricing (including specials, incentives, and payments) after high level information.

4 Ordered next steps by engagement.

See "Optimize Next Steps" for more information.

5 Recommend vehicles based on shopping behavior (make, model, price, bodystyle, MPG, mileage, etc).

7% of VDP visitors explore alternate vehicles based on the recommendations.



Desktop Enhancements

- 1 Large, fully responsive media gallery.
- 2 Updated highlighted features to include vehicle features introduced in 2017 and 2018.
- 3 Display detailed pricing and next steps side-by-side with vehicle information.

See "Optimize Next Steps" for more information.

- Power Moonroof
- Turbocharged Engine
- Blind Spot Sensor
- Wireless Phone Connectivity

Included Packages & Options

4

All Wheel Drive **\$1,500**

Tech Package for Sport 2.0T Ultimate **\$1,600**

- Navigation System
- Leather Seats
- Heated Steering Wheel
- [Show All Package Items](#)

Included Options

- Carpeted Floor Mats **\$150**
- Tow Hitch **\$350**

Detailed Specifications

5

- + Convenience Features
- + Suspension & Handling
- + Entertainment Features
- + Warranty
- + Seats & Trim
- + Powertrain
- + Off Road Capability
- + Body Exterior
- + Specs & Dimensions
- + Lighting, Visibility & Instruments
- + Safety & Security

Dealer Notes

Cras mattis consectetur purus sit amet fermentum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam quis risus eget urna mollis ornare vel eu leo. Donec ullamcorper nulla non metus auctor fringilla. Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Praesent commodo cursus magna... [Read More](#)

KBB.com Consumer Reviews

\$34,000 price after applied specials

credit score
Excellent 740-850

financing
72 mos. at 0.9% APR

down payment
\$ 2000

CONTINUE BUILDING
Evaluate your trade-in, explore vehicle protection options, even apply for financing!

[Continue My Purchase](#)

[I'm Ready to Send Now](#)

Estimated payment based on 2.9% APR for 72 months with \$2000 down for well-qualified buyers. Terms may vary. [See More Details](#)

[Ask](#) [Drive](#) [Share](#)

[View Window Sticker](#)

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Desktop Enhancements

4

Exposed detailed vehicle information like Packages & Options, Detailed Specifications, and Reviews.

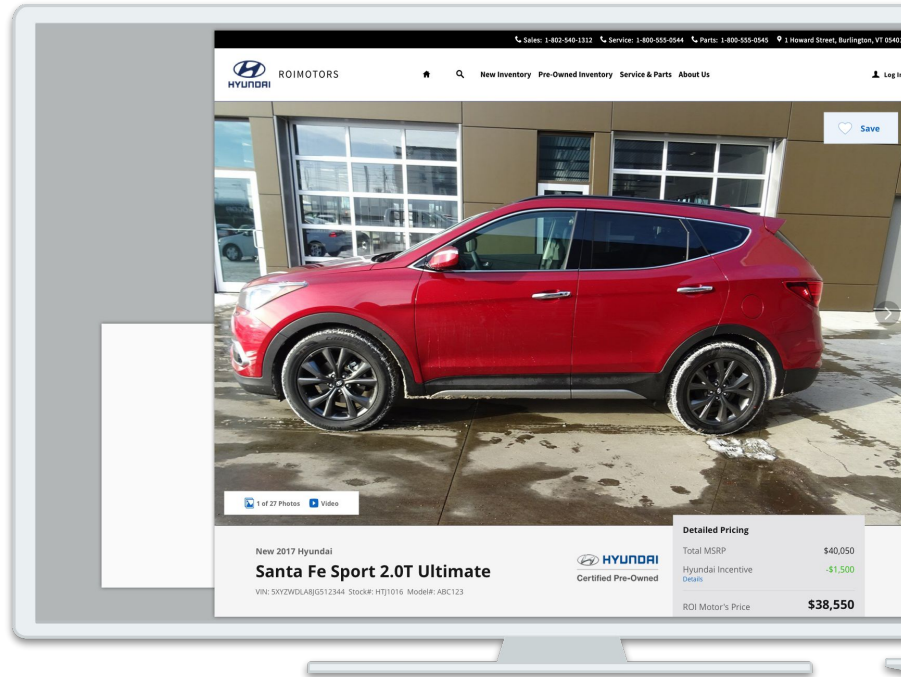
5

Progressive disclosure of detailed vehicle information.

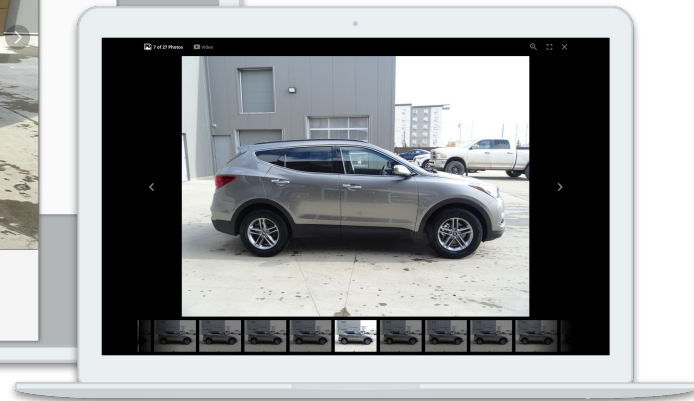
"This area is nice... if I want to know more about it I can click on it and find out. But it's not all thrown at me, it's not like additional text to scroll and read through. I like that you can choose to read it if you want."
- VDP Study Participant

GOAL 2

Improve Trust and Transparency



“I like the big picture! ... Smaller pictures are fine... but it’s [high resolution vehicle photos] kind of nice since we have the technology.” - VDP Study Participant



4 out of 5 shoppers preferred the high resolution photos and full screen gallery because it allowed them to view the vehicle in more detail.

KBB.com Consumer Reviews



Overall
9.1
Out of Ten

Love the new styling. Fun and functional!

9.0

By Josh | Tuesday, November 6, 2012

This is my first new car and I love it! A great blend of performance, practicality and luxury. I purchased the sport 2.0T with luxury and technology package, minus...

[Read More](#)

Love the new styling. Fun and functional!

10.0

By Chuck | Wednesday, October 17, 2012

This is my first new car and I love it! A great blend of performance, practicality and luxury. I purchased the sport 2.0T with luxury and technology package, minus...

[Read More](#)

Love the new styling. Fun and functional!

10.0

By Chris | Wednesday, October 12, 2016

I bought a 2017 Hyundai Santa Fe Sport Ultimate package on Memorial Day May 2016. It is a dream to drive because it's a 2.0 turbo and it is has so many safety. ...

[Read More](#)

Based on 285 consumer ratings for the 2013-2017 models.

[Read all reviews at KBB.com](#) | [Privacy](#)

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Also Recommended For You...



New 2017 Hyundai Santa Fe Sport 2.0T Ultimate

ROI Motors'
Price
\$38,550
Details

Finance **\$567**
Per Month

Lease **\$480**
Per Month

[Calculate Payment](#)

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DEALER.COM +



66%

of car buyers use KBB.com

2016 Car Buyer Journey Study, IHS Automotive

Kelley Blue Book is the
Most Searched Auto Brand
on Google.

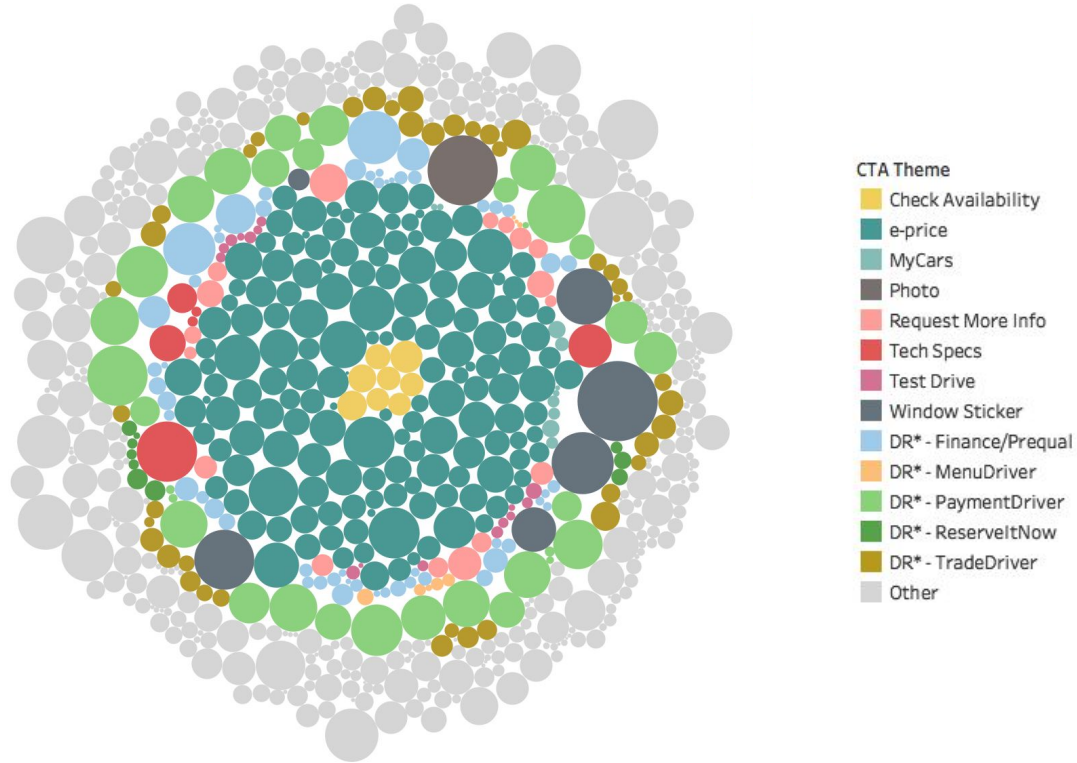
Google Insights Annual Search Terms for Vehicle Shopping

"Having the Kelley Blue Book [Ratings and Reviews] I liked. It gives it some credibility. I would normally do my own independent research... but it's right there [on this page]."
- VDP Study Participant

GOAL 3

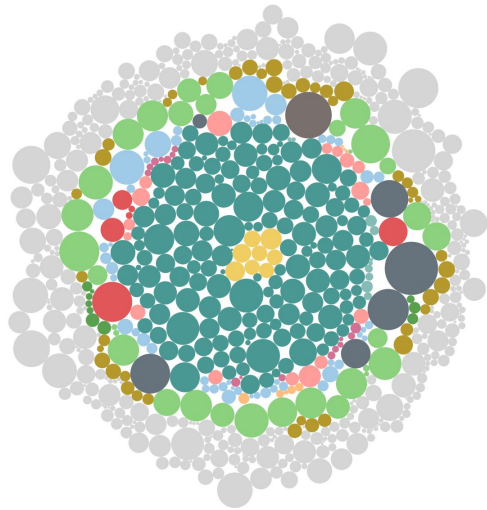
Optimize Next Steps

What are the most common next steps on VDP?



Study of average VDP button copy click through rates from 10/15/17-11/11/17.

What are the most common next steps on VDP?



- 18% In-page Payment (Digital Retailing) Engagement
- 3.4% Window Sticker Click
- .5% Check Availability Click
- .5% ePrice Click
- .3% Trade-in Click
- .2% Finance Application Click
- .2% Request More Info Click
- .1% Schedule Test Drive Click

ROIMOTORS

HYUNDAI

New Inventory Pre-Owned Inventory Service & Parts About Us

Log In

1 of 27 Photos Video

New 2017 Hyundai
Santa Fe Sport 2.0T Ultimate
VIN: 5K72WDLA8JG512344 Stock#: HTJ1016 Model#: ABC123

HYUNDAI Certified Pre-Owned

Detailed Pricing
Total MSRP \$40,050
Hyundai Incentive -\$1,500
Details
ROI Motor's Price **\$38,550**

→ In Transit to ROI Motors of Burlington Hours and Directions

1 [Check Availability](#)
[View Window Sticker](#)

2 [Build My Deal Online](#)
Tell Me How This Works

Finance **\$567/mo** Lease **\$480/mo**

Update your zip for a more accurate payment Update

offer price
\$38000

-\$4,000 Nissan Bonus Cash
Lowest payment available using 0.9% APR

\$34,000 price after applied specials

Credit score
Excellent 740-850

Financing
72 mos. at 0.9% APR

Down payment
\$2000

CONTINUE BUILDING
Validate your trade-in, explore vehicle protection options, even apply for financing!

[Continue My Purchase](#)

[I'm Ready to Send Now](#)

Estimated payment based on 2.9% APR for 72 months with \$2000 down for well-qualified buyers. Terms may vary. See More Details.

3 [Ask](#) [Drive](#) [Share](#)

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Highlighted Features

- Electronic Stability
- Automatic Temperature Control
- Power Moonroof
- Blind Spot Sensor
- Leather Upholstery
- Emergency Communication System
- Turbocharged Engine
- Wireless Phone Connectivity

Included Packages & Options

All Wheel Drive	\$1,500
Tech Package for Sport 2.0T Ultimate	\$1,600
Navigation System	
Leather Seats	
Heated Steering Wheel	
Show All Package Items	

Included Options

Carpeted Floor Mats	\$150
Tow Hitch	\$350

Detailed Specifications

- Convenience Features
- Suspension & Handling

1

Higher performing next steps like Check Availability and ePrice (.5% click through).

2

Digital retailing next steps like payment calculation (12%), trade-in (.3%), and finance application (.2%).

3

Lower performing next steps like asking a question (.2%) and scheduling a test drive (.1%).

"To me, this just suggests access. There's lots of ways to access [the dealership]."

- VDP Study Participant

Roadside assistance coverage: 60 months/ unlimited distance

100,000miles

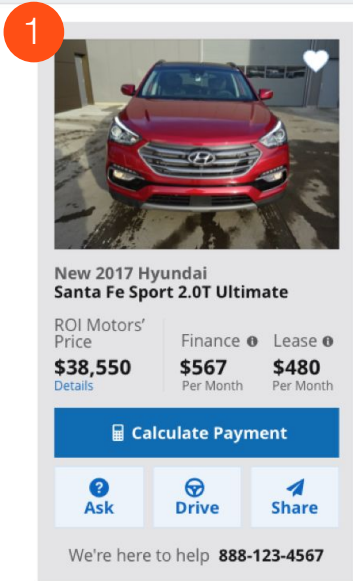
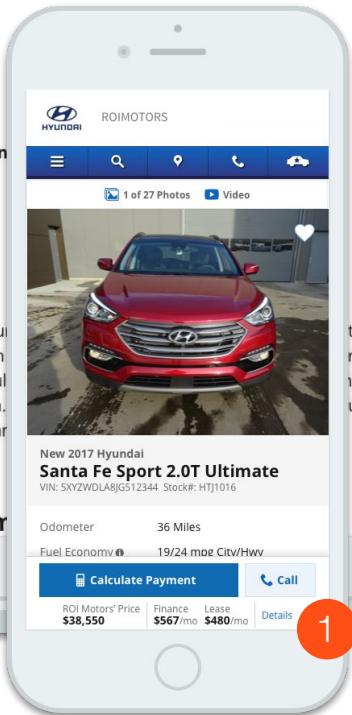
Corrosion perforation warranty: 84 months/ unlimited distance

- + Seats & Trim
- + Powertrain
- + Off Road Capability
- + Body Exterior
- + Specs & Dimensions
- + Lighting, Visibility & In
- + Safety & Security

Dealer Notes

Cras mattis consectetur pur
consectetur ac, vestibulum
leo. Donec ullamcorper nul
purus sit amet fermentum.
velit aliquet. Praesent com

KBB.com Consum



1 Fixed mobile footer and desktop sidebar allows for quick reference of vehicle information and keeps high engagement features a touch away.

"I like how this follows so that you can keep seeing what the price was. I often have multiple tabs open so if I'm going back and forth or I come back to the page later, being reminded by having this on the side is really good." - VDP Study Participant