Overfuel
CASE STUDY

VEHICLE DATA THAT DRIVES AN EXCEPTIONAL DIGITAL RETAILING EXPERIENCE

DATAONE
SOFTWARE

Overfuel

DataOne's Premier Customer Service, Quality Data and Weighted Vehicle Features Support Growth and Innovation in Automotive Marketing

Overfuel is an industry-leading digital retail platform for automotive dealerships that empowers dealers to manage their digital presence, vehicle shopping experience, appointments, and payment tracking. Designed to consolidate the key facets of dealership sales and marketing into a single system, Overfuel's mission is to "revolutionize the way dealerships serve their customers." In support of this mission, they have incorporated DataOne Software's vehicle database and VIN decoding tools as a foundation for their continued advancements in customer experience, inventory management, and business intelligence.

The company first sought a vehicle data provider while in the process of acquiring 321 Ignition, a mobile-optimized vehicle shopping website provider. 321 Ignition was leveraging both DataOne, as well as another large data provider prior to the acquisition, which spurred Overfuel to evaluate both options. "DataOne was super-responsive, understood what Overfuel was trying to do, and made the decision simple," states Alex Griffis, Overfuel's President. "[DataOne] provided extensive documentation of their solution, demonstrated its ease of use, and offered super-competitive pricing. DataOne packaged all their data in a manner that was reasonable for our growth stage at the time."

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Alex Griffis
President, Overfuel

DataOne's implementation and account management teams immediately rewarded Overfuel's faith in DataOne's relationship management. "I would give DataOne the highest rating possible for their project management," says Griffis. "Contracting and provisioning was simple, and the turnaround time to full implementation was very short."

Supporting a Dynamic Vehicle Buying Journey

DataOne's VIN decoding tools and data standardization processes inform all the user-controlled filters for vehicle specifications and features that power Overfuel's shopping user experience (UI) on their websites. Griffis explains, "DataOne presenting vehicle features such as transmission, engine, and fuel type in a consistent format is important for us to deliver the user experience we're known to provide. Normalizing premium installed equipment is also a valuable benefit - filtering by options such as Apple CarPlay and lane change assistance receives significant activity from end users."

DataOne's ability to present VIN pattern, trim, and option-level data in an easily understandable format also empowered Overfuel to incorporate standard and optional equipment feature tiles at the very top of Overfuel's websites, delivering a faster, more powerful consumer search.

Crafting Engaging Personalization by Integrating Weighted Features

"DataOne's standardization and weighted features are above and beyond most VIN decoding that we have seen."

DataOne's identification and ranking of high-demand vehicle features within its vehicle data sets has enabled Overfuel to develop innovative demand generation experiences for interacting with its customers' vehicle inventory. Griffis explains, "The weighting of features is important...as more people started using the product we started tracking the features people cared about, which can vary in certain ways, such as by region. Each dealership on the platform has the option to choose the features most important to them. It's an extra level of personalization Overfuel's customers appreciate."

Overfuel has also leveraged the usable detail provided by DataOne to generate significant SEO for their clients' integrated marketing strategies. Griffis notes, "Overfuel has found ways to incorporate some of the option data into SERP features, which puts us in the top half of Google search results that are predominantly their in-house AI responses."

A Partnership with a Growth Mindset

DataOne has served as an effective partner in supporting Overfuel's product vision as they continue to expand their offerings and footprint in the dealer space. Griffis states, "DataOne's standardization and weighted features are above and beyond most VIN decoding that we have seen. Additionally, their support has been exceptional in an industry where support is normally difficult and frustrating. As fast as Overfuel is growing, it's nice that DataOne is the least of our worries."

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ABOUT OVERFUEL | www.overfuel.com

Overfuel is a pioneering provider of performance-driven website solutions for automotive, RV, marine, and powersports dealers of all sizes, and dedicated to delivering a rewarding consumer experience to buyers. Operating as the digital extension of a dealer's showroom, Overfuel transforms websites into lead-generating digital storefronts with its unique approach to technical SEO and delivering outsized results for the growth of ranking keywords, organic traffic, and site conversions. For more information, visit www.overfuel.com.

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