DeC

DRIVING eCOMMERCE

MEDIA
KIT

THE PREMIER MARKETPLACE FOR
DIGITAL DEALERSHIPS

THE DIGITAL FILTER FOR AUTOMOTIVE RETAIL

Driving eCommerce is a specialized marketplace built exclusively for the automotive retail industry. We bridge the gap between industry-leading solution providers and dealership decision-makers.

The platform is designed to help dealerships efficiently research, compare, and connect with digital solutions that fit their daily operations. By categorizing these solutions by dealership department (Sales, Service, Parts, and Body Shop), then solution (Websites, Marketing, Web Tools, Operations), we guide the user through a multi-click funnel that creates a high-intent referral.

THE FOUNDER

LEADERSHIP: SCOTT LEMON

The authority of the DeC marketplace is built on the unique cross-functional DNA of its founder, Scott Lemon. His career spans four key domains: dealership operations, information technology, sales management, and digital marketing

This multifaceted perspective ensures the platform remains grounded in the four critical areas:

- ☑ **UNDERSTANDING DEALERSHIPS**
- ☑ **RELATIONSHIP BUILDING**
- ☑ **UTILIZATION OF TECHNOLOGY**
- ☑ **MARKETING STRATEGY**

"We speak the language of software engineers, but we sell in the language of General Managers."

THE AUDIENCE ACQUISITION ENGINE

A marketplace is only as valuable as its audience. DeC does not rely on broad-market advertising. Instead, we have deployed a targeted, multi-channel engine designed to capture dealership leaders precisely when they are actively researching operational solutions.

SEARCH ENGINE OPTIMIZATION

Our content strategy targets high-intent, long-tail automotive search queries. When a GM searches for "dealership digital retailing software comparison" or a Service Director looks for "fixed ops workflow tools," DeC will be positioned to capture that organic traffic.

TARGETED INDUSTRY OUTREACH

Through professional social media networks, broad marketing outreach, and targeted 1:1 contact, we directly engage with Owners, General Managers, and departmental managers. This provides a direct line of communication to the key decision-makers our partners want to reach

RESOURCE & UTILITY CENTER

Our industry blog provides deep operational insights and practical resources. By diagnosing common workflow bottlenecks, we draw in decision-makers who are actively trying to solve problems and directly present our partners as the ideal solution.

MULTICHANNEL DISTRIBUTION

Consistent email syndication and newsletters ensure that the Driving eCommerce brand and its featured partners remain top-of-mind for automotive retail groups across the country.

THE DEC PARTNER ADVANTAGE

> *"Our objective is simple: Lower your Customer Acquisition Cost (CAC) and shorten your sales cycle by delivering pre-educated, high-intent buyers."*

⚡ HIGH-INTENT LEAD ROUTING

We don't sell generic clicks or impression vanity metrics. We deliver pre-qualified dealership leaders who have actively researched your category, understood the operational value, and specifically clicked the "Connect" button to request an introduction.

🛡 CREDIBILITY BY ASSOCIATION

DeC is a curated marketplace. Being featured alongside other high-quality solutions elevates your brand trust. When a dealer sees your software on a platform built with deep operational experience, objections are handled before the first phone call.

➡ STREAMLINED INTRODUCTIONS

Our 3-step conversion funnel (Select Department > Select Solution > Connect) is engineered for clarity and purpose. DeC acts as an extension of your BDC, warming up the lead and capturing intent data before routing it directly into your sales pipeline.

SECURE YOUR PLACEMENT

We are actively finalizing our primary strategic partners for key automotive departments. Connect with us today to discuss how your software solution fits into the Driving eCommerce marketplace.

DIRECT CONTACT

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