

Adicio Motors Integrates With Chrome Solutions to Help Maximize Advertising Revenue on Automotive Websites

Adicio Motors has a well-earned reputation for creating best-in-class classified automotive websites that attract large numbers of online vehicle shoppers, thus maximizing advertising revenue for their customers. A glance at their long and diverse customer list – which spans print and broadcast media and includes many industry giants – proves their mastery of the market. What helps make their sites so successful? Compelling and complete vehicle content from Chrome Systems integrated with Adicio's robust automotive platform and revenue generating tools.

"When we entered the market in late 2004, we chose to work with Chrome because they had a very complete data set, configuration technology and the interactive tools that we needed to engage automotive consumers," says Deep Menon, Vice President of Products, Adicio. "Chrome is now an indispensable partner in our customers' success."

Adicio leverages a full suite of Chrome products to drive online traffic and generate advertising revenue.

For example, the company integrates Chrome Construct, the configuration and comparison web service, into every website. With Construct, shoppers can select and compare up to nine vehicles at one time and quickly view available options. Construct is easy to customize, allowing Adicio to target the advertising alongside the configurator to match a shopper's search criteria. This maximizes advertising impact for local dealers, motivating these sellers to purchase more display and banner ads.

Vehicle research is now easier with Chrome's consumer-friendly model and style names, which replace esoteric automotive jargon with real-world terminology. "Chrome really listens to us," says Menon. "We pushed for consumer-friendly names to make research easier for consumers, and Chrome implemented them. They are a true partner."

Adicio recently enhanced their automotive platform with new tools, including eCommerce capabilities to help clients augment online revenue and allow advertisers to

manage accounts more quickly and efficiently, as well as vehicle upload tools designed to meet the needs of all types of dealers and sellers. Backed by Chrome's VIN explosion service, Adicio's new bulk uploader tool allows sellers to manually enter single or multiple VINs on a web page, or upload an Excel file of multiple VINs. The VINs are augmented with comprehensive Chrome data, and paired with Chrome stock photos or custom photography. "With the help of Chrome, dealers of all sizes can get complete and accurate vehicle profiles up quickly," says Menon. "This allows our customers to cater to more advertisers, which will boost their revenue."

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**Deep Menon, Vice President of Products
Adicio, Inc.**

In the pipeline for early 2011 is Motors Faceted Search. This new feature capitalizes on Chrome data to allow shoppers to filter vehicles by numerous facets such as make, model, year, body style, mpg, transmission, color, mileage, fuel type and more. Mobile applications are also on the way to enable consumers to search a site via a mobile device, and allow dealers to create mobile profiles packed with inventory and vehicle specials.

"Ironically, I think we've switched a lot of our competitors to Chrome because they've seen the superiority of our sites and the number of deals we've won," says Menon. "It's our strong partnership with Chrome and how we utilize and integrate their solutions with our platform that gives us a distinct competitive edge."

About Adicio



www.adicio.com

Adicio develops interactive classified advertising software solutions for the careers, real estate, and motors markets, which serve the Internet's leading media companies and web portals. With its award-winning technology and enterprise-class

software platforms, domain expertise, and customer service, Adicio delivers a private-label application that seamlessly integrates within online classified advertising offerings, enabling clients to generate revenue and retain their brand while building and managing their online classified efforts. Clients can deploy Adicio's software as a turnkey solution or customize Adicio's application to leverage existing brand strategy and support online sales and marketing objectives. Adicio also powers CareerCast.com, a job search portal and JobsRated.com, where 200 jobs across North America are ranked based on detailed analysis of specific careers factors. For more information, please visit www.adicio.com.