

iFrog and SpinCar Partner to Accelerate Digital Marketing Transformation for Auto Dealers

The companies will work together will bring comprehensive digital marketing and merchandising solutions to vehicle retailers across the country.

SYRACUSE, NEW YORK, UNITED STATES, October 15, 2020 /EINPresswire.com/ --

iFrog Marketing Solutions, a technology-based digital marketing agency, and SpinCar, the global leader in digital automotive merchandising software, announced today a partnership that will bring comprehensive digital marketing and merchandising solutions to vehicle retailers across the country. The companies will work

together to help Tier 2 and Tier 3 Dealer groups generate greater returns on their marketing investments by providing technology and services focused on attracting, engaging and converting online vehicle shoppers. By pairing iFrog's marketing, creative and machine learning

capabilities with SpinCar's digital merchandising software and shopper behavioral data, the two companies will create a complete software and service solution that enables auto dealers to better meet the growing demands of today's consumer. Interested dealers can visit iFrog.com or SpinCar.com to learn more about the companies' product and service offerings.

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We are thrilled to partner with iFrog to bring a complete set of digital services to dealers who are ready to deliver higher levels of performance from their marketing and merchandising investments.”

Devin Daly, Co-Founder and CEO, SpinCar

iFrog Marketing Solutions has become a leader in combining artificial intelligence and machine learning with creative execution to optimize digital advertising and marketing performance for auto dealers throughout the United States. Founded by thought leader and visionary Dave Wilson, who was recently inducted into Ford's Top

Volume Hall of Fame, the company provides digital advertising, SEO, social media and creative services powered by technology, data and predictive intelligence. iFrog is an FCA Digital certified



digital advertising provider.

SpinCar is the global leader in digital merchandising software and data for the auto industry. The company's platform is used by thousands of automotive retailers, wholesalers and online marketplaces around the globe to deliver personalized, immersive online experiences to vehicle shoppers throughout the buying journey. SpinCar's 360° WalkArounds® and Feature Tour® products bring greater levels of engagement, transparency and interactivity to the vehicle buying process while generating proprietary, first-party shopper behavioral data that enables personalization at scale. SpinCar is an OEM-certified digital merchandising provider for all FCA, Jaguar Land Rover and BMW dealers.

"Digital technology has become a critical foundational element for every auto dealership in the country," said Keith Tomatore, CEO of iFrog. "In today's market, dealership success will be driven by the ability to attract and engage shoppers with personalized experiences driven by data and technology. We are excited to be partnering with SpinCar to help dealers take full advantage of the industry's most advanced digital merchandising platform to reinvent their digital showroom."

"iFrog is a blazing a trail by bringing the power of AI, machine learning, and world-class creative and media execution to leading auto dealers," said Devin Daly, SpinCar Co-Founder and CEO. "We are thrilled to be working with Keith and his team to bring a complete set of services to dealers who are ready to embrace digital technology to deliver even higher levels of performance from their marketing and merchandising investments."

About iFrog

iFrog began in April 2015 with an original team of 10 people. Over the next five years, the company built a brand that grew by 750%, with a focus on customer service, performance data, and constant advancement. The company enlists marketing strategists, designers, copywriters, data strategists, engineers and experts in digital advertising, social media, artificial intelligence and machine learning. Through the collaboration of these talented employees, iFrog delivers strategic and creative services to transform clients' business outcomes.

About SpinCar

SpinCar offers automotive dealers, wholesalers, OEMs and third-party marketplaces the industry's most advanced platform for digital automotive merchandising. The company's suite of products build trust between buyers and sellers by bringing the physical showroom experience to car shoppers wherever and whenever they want. SpinCar's proprietary shopper behavioral data and digital technology applications enable vehicle sellers to deliver hyper-personalized interactions across the entire car buying journey. To date, the company has delivered more than 900 million shopper interactions across 30 countries. .

Alexis Cardona
SpinCar

+1 231-774-6227

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