

2026 **ATDSHOW**
LAS VEGAS
FEBRUARY 3-5

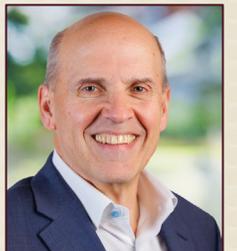


Crossing the Digital Chasm Truck-Style

Ed Ervin
Academy Instructor
NADA | ATD



Michael Hayes
Director, NADA Academy
NADA | ATD



#ATDSHOW

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. Program participants should consult with their attorney to obtain advice with respect to any particular legal matter. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

Key Takeaways

1

Assess your current truck digital retailing plan

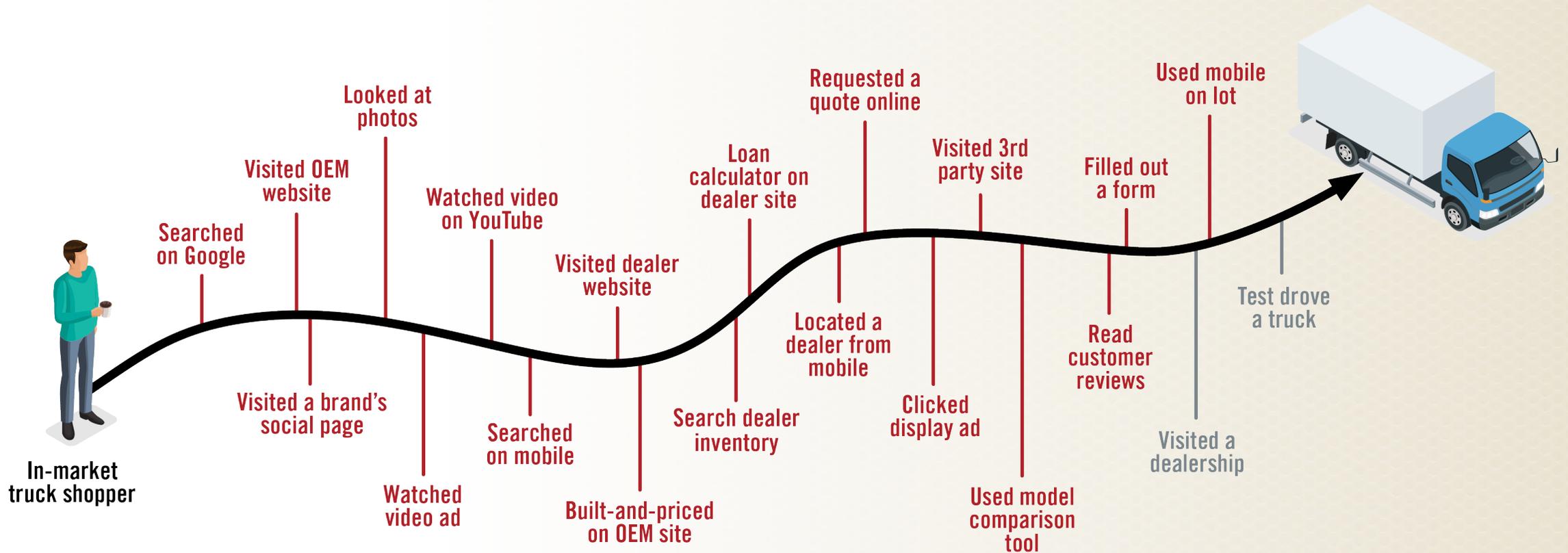
2

Determine the aspects of B2C car strategies that can be applied to B2B truck end-user journeys

3

Use appropriate B2C car strategies to streamline the B2B truck end-user experience

The Purchase Path Today



Of **21** end-user touchpoints, **19** are digital

slido

Please download and install the Slido app on all computers you use



What website provides a good shopping experience?

① Start presenting to display the poll results on this slide.

Core Foundations of a Delightful Web Experience

Fast

It responds quickly to user interactions with silky smooth animations and no janky scrolling.

Reliable

Loads instantly and reliably, never showing the dinosaur, even in uncertain network conditions.



Integrated

The user doesn't have to reach through the browser, it uses the full capabilities of the device (phone, tablet) to create an experience true to the device.

Engaging

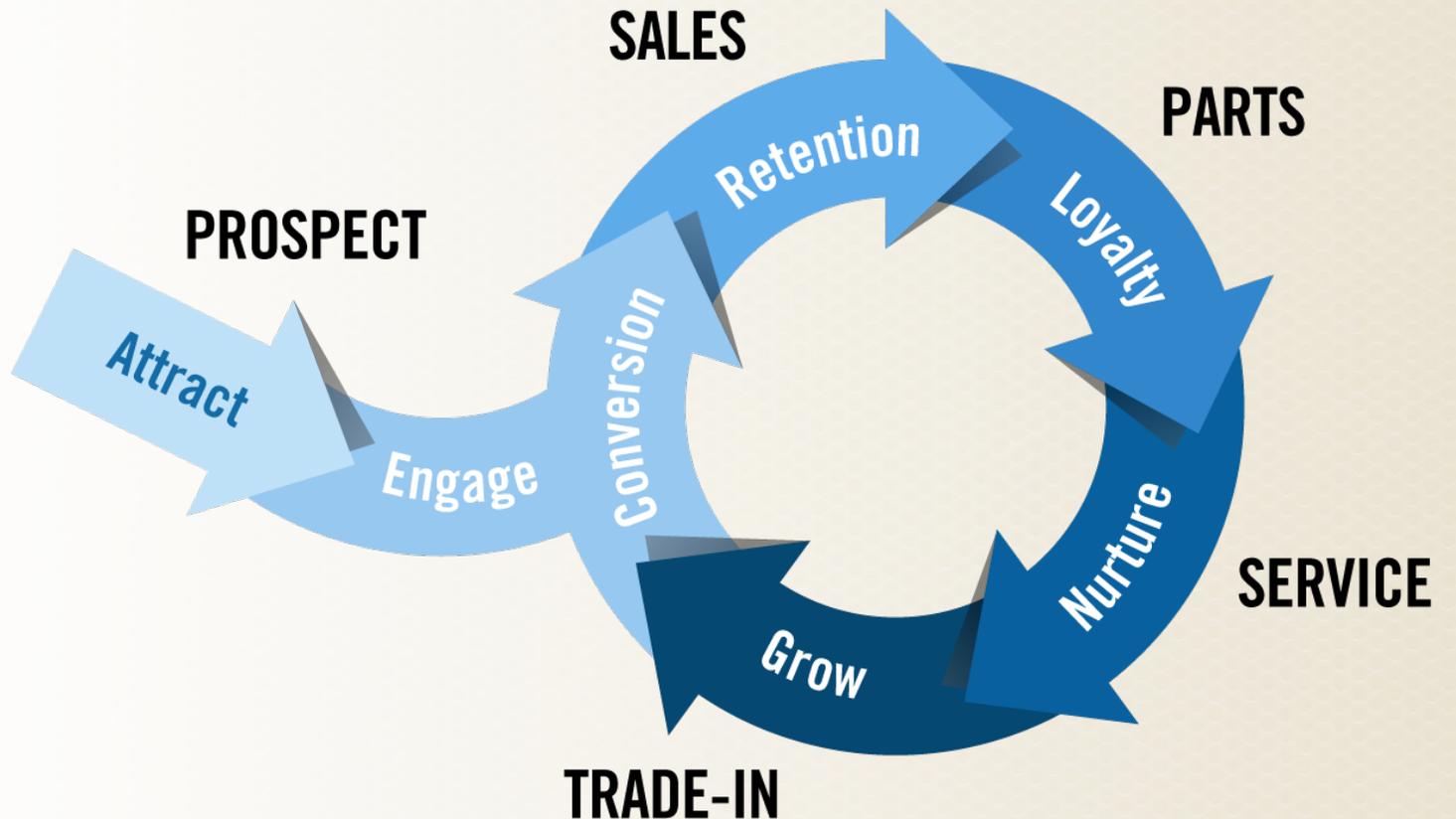
Keeps the user coming back to the site with beautifully designed experiences that look and feel natural.



Customer Life Cycle

Types of digital retail customers:

- **Owner/operator**
- **Used vehicle**
- **Small fleet**
- **Small business**



SRP Parts

FREE parts shipping to Canada and United States

 **SOUTHLAND** [home](#) [trucks](#) [trailers](#) [rentals](#) [service](#) [parts](#) [about us](#) [contact us](#) 

Other  0 items \$0.00

[Home](#) / [Southland International](#) / [Parts](#) / [Products](#) / [Search by Category](#) / [Cab Exterior](#) / [Other](#)

Product Categories

- > Sale/Clearance Parts! (1) **FEATURED**
- > **Search By Category (250) FEATURED**
 - > Accessories (108)
 - > **Cab Exterior (87)**
 - > Lights (35)
 - > Mud Flaps (13)
 - > **Other (39)**
 - > Cab Interior (49) +
 - > Chassis/Suspension (11)
 - > Electrical (58)
 - > Engine (48)
 - > Exhaust (7)
 - > Seats (8)
 - > Toys/Apparel (4)
 - > Trailer (44)
 - > Wheels/Tires (19)
- > **Search By Truck (233) FEATURED**
 - > 9900I (91)
 - > CV (57)
 - > HV (76)
 - > HX (73)
 - > IC Bus (43)
 - > Lonestar (82)
 - > IT (87)

Showing 1-12 of 39 results Sort by latest

 <p>\$349.00</p>	 <p>\$63.54</p>	 <p>\$63.54</p>
 <p>\$361.50</p>	 <p>\$190.29</p>	 <p>\$156.18</p>
 <p>\$156.18</p>	 <p>\$150.87</p>	 <p>\$68.25</p>

SRP Service

The screenshot shows the top navigation bar with links for HOME, SERVICE, OUR SERVICES, PARTS/SERVICE SIGN IN, CONTACT US, and LOCAL. The 'SERVICE' menu is highlighted with a blue box. Below it, the 'Our Services' sub-menu is also highlighted with a blue box. The sub-menu includes: About Service Connect, Service Connect Sign In, Request Service, Request Ford Service, Find A Service Location, and Service Specials. To the right of the sub-menu is a 'REQUEST FORD SERVICE' section with a yellow 'REQUEST SERVICE' button. Below the navigation is a 'RUSH MAINT' banner with a 'LEARN MORE' button. At the bottom, there is a 'FIND THE RIGHT TRUCK.' section with dropdown menus for 'Vehicle Type' and 'Vehicle Category', and a 'GO' button.

The screenshot shows a large image of a truck repair shop. Below the image is the section 'TRUCK REPAIR AND MAINTENANCE SERVICES' with a paragraph of text and a 'SUBMIT A SERVICE REQUEST' button. To the right is the section 'MAINTENANCE AND REPAIR SERVICES' with a paragraph of text and a list of services. Below that is the section 'SHORT-TERM CREDIT OPTIONS FOR PARTS AND SERVICE' with a paragraph of text and a 'PARTS AND SERVICE CREDIT APPLICATION' button. To the right is the section 'SAME-DAY XPRESS SERVICES' with a paragraph of text and a list of services. Below that is the section '8 RECOMMENDED TRUCK MAINTENANCE SERVICES' with a paragraph of text and a 'READ MORE' button.

TRUCK REPAIR AND MAINTENANCE SERVICES

All Rush Truck Centers, we approach service differently. Our goal is to increase your uptime and lower your operating costs, and our complete maintenance solutions for all makes and models of commercial vehicles are designed to do just that. You have multiple options when it comes to scheduling service — you can drop your vehicle off, we'll pick up and deliver your vehicle, or we can send a fully equipped Mobile Service truck and technician to you. We even offer after-hours service and 24/7 roadside assistance at select locations.

[SUBMIT A SERVICE REQUEST](#)

MAINTENANCE AND REPAIR SERVICES

Our goal is to assist you in keeping your vehicle in peak operating condition and avoiding unnecessary downtime. When your vehicle arrives in our shop, we work to quickly identify your immediate service needs and provide accurate time and cost estimates of any needed repairs. Our highly skilled techs can perform the below services:

- Complimentary 21-Point Inspection
- Engine Diagnostics/Repair
- HVAC Performance Testing, Diagnostics/Repair
- Transmission, Clutch and Drivetrain Diagnostics/Repair
- Valve Adjustment
- Coolant System Maintenance
- Full Alignment Service
- CV/AXLE Service
- FSX OFF and DOC Restriction Testing
- DPF Pulse Clean and Bake Machine
- DPF and DOC Cleaning
- Annual DOT/CVSA Vehicle Inspections
- Bus, Motor Coach and Trailer Inspections/Repair

SHORT-TERM CREDIT OPTIONS FOR PARTS AND SERVICE

Rush Truck Centers offers the convenience of short-term credit options for parts purchases and service work through our relationship with Interstate Billing Service (IBS). Click the link below to complete the online credit application for parts and service on the IBS website. Contact us at RushFinance@RushEnterprises.com for assistance.

[PARTS AND SERVICE CREDIT APPLICATION](#)

SAME-DAY XPRESS SERVICES

We also offer same-day diagnostics and repair estimates, preventive maintenance services, DOT inspections, brake system inspections and service, and alignment service at select locations. Our dedicated Xpress Service teams are qualified to work on all makes and models of heavy- and medium-duty trucks and trailers.

- Xpress Check – Diagnostics and Repair Estimates
- Xpress PM – Preventive Maintenance and DOT Inspections
- Xpress Service – Brake, HVAC, Aftertreatment and Alignment

[LEARN MORE](#)

8 RECOMMENDED TRUCK MAINTENANCE SERVICES

There's no better time to ensure your truck is well-maintained and ready to hit the open road. Performing routine inspections and servicing the major components of your vehicle can extend the life of your truck and help you avoid unnecessary downtime. We asked our Rush Truck Centers service departments for their most recommended maintenance services for truck and fleet owners based on the issues they commonly see in our repair shops — read their top eight on The Long Haul.

[READ MORE](#)



Please download and install the Slido app on all computers you use



**How often do you audit your online retailing experience?
In other words, how often do you shop your store online?**

① Start presenting to display the poll results on this slide.

Poll Question

How often do you audit your online retailing experience?
In other words, how often do you shop your store online?

- A. Monthly**
- B. Quarterly**
- C. Annually**
- D. Doesn't Google do that for me?**



Customer Experience: SRP

Will showing up on an SRP typically result in a contact with the dealership?

The image shows a Google search for "2025 Jeep Wrangler". The search results are filtered to "All" and show a "Sponsored" section with five listings. The second listing, "2025 Jeep Wrangler Sport", is highlighted with a blue box. Below the listings, there is a note: "Additional disclosures are on the vehicle landing page. Tax, title, and processing fees may apply."

Model	Price	MSRP	Year	Dealer	Location
2025 Jeep Wrangler...	\$33,775	\$40,740	New	Criswell CDJ...	Gaithersburg
2025 Jeep Wrangler Sport	\$46,310	\$52,245	New	Ourisman CD...	Woodbridge
2025 Jeep Wrangler Spo...	\$41,662	\$50,840	New	Your Local C...	Sterling
2025 Jeep Wrangler...	\$35,275	\$42,040	New	Criswell CDJ...	Gaithersburg
2025 Jeep Wrangler...	\$35,534	\$44,685	New	Koons Tyson...	Vienna



Customer Experience: SRP

The image shows a Google search results page for the query "2024 26 freight truck". The search bar at the top contains the text "2024 26 freight truck" and includes icons for search, voice search, and image search. Below the search bar, navigation tabs for "All Mode", "All", "Images", "Shopping", "Videos", "Short videos", "News", "More", and "Tools" are visible. The "All" tab is selected.

The results section is titled "Sponsored" and features five individual listings for used freight trucks. Each listing includes a photograph of the truck, its year, make, price, mileage, location, and a "Visit site" link.

Year	Make	Price	Mileage	Location
2018	Freightliner...	\$54,000	Used - 94k mi	Baltimore
2020	Freightliner...	\$24,750	Used - 287k mi	Baltimore
2020	International...	\$63,500	Used - 65k mi	Capitol Hei...
2020	Freightliner...	\$51,750	Used - 126k mi	Ashland
2020	Freightliner...	\$30,750	Used - 228k mi	Pennsauken

Additional disclosures are on the vehicle landing page. Tax, title, and processing fees may apply.

Below the listings is another "Sponsored" section for "Penske Used Trucks". It includes the company logo, website URL (<https://www.penskeusedtrucks.com>), and a main heading: "Penske Used Box Trucks - Browse Our Online Inventory". A sub-heading reads: "All vehicles go through pre-sale inspection to meet industry safety & mechanical". A small image of two yellow Penske trucks is also present.

Customer Journey: SRP

The image shows a Google search interface. At the top, the Google logo is on the left, and the search query "used mercedes chantilly, va" is in the search bar. Below the search bar, it says "Results for Chantilly, VA · Choose area". The first search result is highlighted with a blue border. It features the Mercedes-Benz logo, the dealership name "Mercedes-Benz of Chantilly", the URL "https://www.mercedesbenzofchantilly.com", and the text "used-vehicles". The main headline is "109 Pre-Owned Cars for Sale in Chantilly, VA". Below this is a paragraph: "If you're buying a used car in Virginia, you can't afford to overlook the Mercedes-Benz used cars for sale at our dealership in Chantilly, VA!". There are three buttons: "Certified Pre-Owned Vehicles", "Retired Loaner Vehicles", and "Sell/Trade". To the right of the text is a small image of a silver Mercedes-Benz van. Below the first result is another result for "Mercedes-Benz of Chantilly | Luxury Auto Dealer near...". To the right of the search results is a map showing the location of Mercedes-Benz of Chantilly in Chantilly, VA, with a red pin and a "See photos" button. Below the map is the dealership's name "Mercedes-Benz of Chantilly", a 4.3-star rating from 1,802 Google reviews, and the text "Mercedes-benz dealer in Fairfax County, Virginia". There are buttons for "Website", "Directions", "Save", and "Share". At the bottom of the search results, there are sections for "How long will a used Mercedes last?", "What is Mercedes buyback program?", and "Questions & answers".

Google

used mercedes chantilly, va

Results for Chantilly, VA · Choose area

Mercedes-Benz of Chantilly
https://www.mercedesbenzofchantilly.com › used-vehicles

109 Pre-Owned Cars for Sale in Chantilly, VA

If you're buying a used car in Virginia, you can't afford to overlook the Mercedes-Benz used cars for sale at our dealership in Chantilly, VA!

Certified Pre-Owned Vehicles Retired Loaner Vehicles Sell/Trade

Mercedes-Benz of Chantilly
https://www.mercedesbenzofchantilly.com

Mercedes-Benz of Chantilly | Luxury Auto Dealer near

Mercedes-Benz of Chantilly

4.3 ★★★★★ 1,802 Google reviews

Mercedes-benz dealer in Fairfax County, Virginia

Website Directions Save Share

How long will a used Mercedes last?

What is Mercedes buyback program?

Questions & answers

See all questions (12)

Feedback

Ask a question

This is a close-up of the first search result from the previous image. It shows the Mercedes-Benz logo, the dealership name "Mercedes-Benz of Chantilly", the URL "https://www.mercedesbenzofchantilly.com", and the text "used-vehicles". The main headline is "109 Pre-Owned Cars for Sale in Chantilly, VA". Below this is a paragraph: "If you're buying a used car in Virginia, you can't afford to overlook the Mercedes-Benz used cars for sale at our dealership in Chantilly, VA!". There are three buttons: "Certified Pre-Owned Vehicles", "Retired Loaner Vehicles", and "Sell/Trade". To the right of the text is a small image of a silver Mercedes-Benz van.

Mercedes-Benz of Chantilly
https://www.mercedesbenzofchantilly.com › used-vehicles

109 Pre-Owned Cars for Sale in Chantilly, VA

If you're buying a used car in Virginia, you can't afford to overlook the Mercedes-Benz used cars for sale at our dealership in Chantilly, VA!

Certified Pre-Owned Vehicles Retired Loaner Vehicles Sell/Trade



Customer Experience: Dealership

What is the main call to action?

The screenshot shows the Mercedes-Benz website interface. At the top, there's a navigation bar with the Mercedes-Benz logo, 'Mercedes-Benz Of Chantilly', and 'SPRINTER METRIS'. Below this is a search bar and a filter menu with options like 'New', 'Electric', 'Vans', 'Pre-Owned', 'Specials', 'Sell/Trade', and 'Finance'. A secondary filter bar includes icons for '3rd Row Seat', 'AWD', 'Adaptive Cruise Control', 'Android Auto', and 'Apple CarPlay'. The main heading reads '109 Pre-Owned Cars for Sale in Chantilly, VA'. Below this are filter buttons for 'Clear All', 'Pre-Owned', and 'Certified Pre-Owned'. The car listings are displayed in a grid. The first listing is for a 'Pre-Owned 2017 Mercedes-Benz E 300 With Navigation' priced at \$19,000. A blue arrow points to the 'Explore Payments' button, which is highlighted with a blue border. Other buttons for 'Confirm Availability' and 'Chat With Us' are also visible. The second listing is for a 'Pre-Owned 2016 Mercedes-Benz Metris Passenger With Navigation' priced at \$20,495. The third listing is for a 'Pre-Owned 2019 Mercedes-Benz A 220' priced at \$22,000. Each listing includes a 'SHOW ME THE CARFAX' button and a 'View More Details' link. The bottom of the page features a dark blue footer with a truck icon, the text 'Source: Mercedes-Benz of Chantilly', and the hashtag '#ATDSHOW'.

CTA: Explore Payments

Calculate Your Payment

Get the most accurate estimate of your payment terms for whatever option works best for your budget.

Finance
\$1,336/mo*

Lease
\$1,268/mo*

Cash
or Use My Bank

My Offer Price*

[See Details](#)

\$79,725



Credit Rating

Excellent (740-900)



Cash Down

\$7,973



Length of Loan

72 Months at 7.99% APR



Customer Experience: Dealership

The screenshot displays the Mercedes-Benz website interface for pre-owned vehicles. The top navigation bar includes the Mercedes-Benz logo, the dealership name 'Mercedes-Benz Of Chantilly', and the model 'SPRINTER METRIS'. A search bar is present, and a dropdown menu shows 'Pre-Owned' selected. Below the navigation, there are filters for '3rd Row Seat', 'AWD', 'Adaptive Cruise Control', 'Android Auto', and 'Apple CarPlay'. The main heading reads '109 Pre-Owned Cars for Sale in Chantilly, VA'. A sidebar on the left contains various filter categories: Price (\$4,000 to \$213,000), Year, Make, Model, Mileage, Engine, Trim, Bodystyle, Features, Fuel Type, Transmission, and Interior Color. A blue arrow points from the 'Engine' filter to the first listing. The first listing is for a 'Pre-Owned 2017 Mercedes-Benz E 300 With Navigation' priced at \$19,000. It includes a 'SHOW ME THE CARFAX' button, a 'View More Details' link, and vehicle specifications: Mileage: 74462, Stock: 7240886A, VIN: WDDZF4KB1HA062983. Below the listing are three green buttons: 'Explore Payments', 'Confirm Availability', and 'Chat With Us'. The second listing is for a 'Pre-Owned 2016 Mercedes-Benz Metris Passenger With Navigation' priced at \$20,495, with Mileage: 88608, Stock: 7250136A, and VIN: WD4PG2EE7G3140314. The third listing is for a 'Pre-Owned 2019 Mercedes-Benz A 220' priced at \$22,000, with Mileage: 52557, Stock: UMC6610A, and VIN: WDD3G4FB5KW002017. A placeholder for the third listing says 'PHOTOS COMING SOON CALL FOR DETAILS'.

Customer Experience: VDP*

What makes this an easy to use page?

What is the main call to action?

Navigation: New, Electric, Vans, Pre-Owned, Specials, Sell/Trade, Finance, Service & Parts, About Us

PRE-OWNED 2017 Mercedes-Benz E 300 With Navigation
VIN: WDDZF4KB1HA062983 STOCK: 7240886A

Mercedes-Benz of Chantilly | MercedesBenzOfChantilly.com

Market-Based Price: **\$19,000**
[Details](#)

Confirm Availability (highlighted with blue arrow)

Chat With Us (highlighted with blue arrow)

CUSTOMIZE YOUR DEAL

Finance: \$308/mo* | Cash: or Use My Bank

Listing Price: **\$19,000**

Est. Trade-In Value: (Get a Kelley Blue Book® Estimated Trade Value)

Amount Owed on Trade-In:

Cash Down:

Amount Financed: **\$17,100**

Credit Rating: | Term: |

Basic Info

Exterior:	Lunar Blue Metallic	Drivetrain:	4MATIC®
Interior:	Black	Transmission:	9-Speed Automatic
Engine:	14	Fuel Efficiency:	22 CITY / 29 HWY
Mileage:	74,462		

*VDP = vehicle description page



PRE-OWNED
VIN: WDDZF4KB1HA0

Confirm Availability



Pre-Owned 2017 Mercedes-Benz E 300 With Navigation

VIN: WDDZF4KB1HA062983
STOCK: 7240886A

Name*

First

Last

Phone

Email*

Preferred Method of Contact

Please Choose...

Would you be interested in

- Lease Options
- Finance Options
- Cash out the door Options

Confirm Availability

Mercedes-Benz
of Chantilly



Basic Info

Exterior:

Interior:

Engine:

Mileage:

74,462

Amount Financed

\$17,100

End-user Experience

The screenshot shows a Google search for "international mv 20' van baltimore area". The search results include:

- Beltway Companies** (https://www.beltwaycompanies.com) with a result for "Beltway International Trucks - Baltimore, MD". The snippet mentions a 2020 INTERNATIONAL MV 158181, manufactured by INTERNATIONAL, Model: MV, Year: 2020, with a CUMMINS engine and a sale list price of \$42,900 USD.
- northeastinternationaltrucks.com** (https://www.northeastinternationaltrucks.com) with a result for "North East International Trucks". The snippet describes them as a leader in transportation services in the Mid-Atlantic, highlighting their locally owned business and highly trained employees. It also notes a missing "van" and suggests showing results with "van".
- northeastinternationaltrucks.com** (https://www.northeastinternationaltrucks.com) with a result for "International MV Trucks for Sale near Baltimore, MD". The snippet lists used 2020 International MV SBA 4x2, Cab Chassis and 2020 International MV SBA 4x2, Box Truck, along with a used 2019 model.

Two callout boxes highlight the "northeastinternationaltrucks.com" results, showing the company name, logo, and description. The top callout box is connected to the first result, and the bottom callout box is connected to the second result.



End-user Experience: Dealership

What is the main call to action?

The screenshot displays a website interface for truck sales. At the top, it features a navigation bar with a logo for '8 CONVENIENT LOCATIONS' and a map of Maryland highlighting various locations: HAGERSTOWN, ELKTON, CUMBERLAND, BALTIMORE, FREDERICK, and ANNAPOLIS. The main header reads 'INTERNATIONAL MV BOX TRUCKS FOR SALE IN MARYLAND' with a sub-header '1-4 of 4 Listings'. Below this is a filter sidebar on the left with sections for 'Applied Filters' (including 'INTERNATIONAL', 'MVS', 'BOX TRUCKS', and 'MARYLAND'), 'Quick Search' (with a text input and 'SEARCH' button), 'Listing Type and Auction Results' (with a 'For Sale' checkbox), and 'Category - Applied' (with 'Trucks' and 'Box Trucks' checkboxes). The main content area shows three truck listings. Each listing includes a photo of the truck, a 'Compare' checkbox, the model name and price (e.g., '2020 INTERNATIONAL MV USD \$42,900'), and detailed specifications such as mileage, stock number, body length, and door type. At the bottom of each listing, there are four prominent red call-to-action buttons: a phone icon with the number '(667) 354-4590', 'CONTACT US', 'VIDEO CHAT', and 'VIEW DETAILS'. Below these buttons are links for 'Freestar Get Shipping Quotes' and 'CURRENCY. Apply for Financing'. Each listing also shows an 'Updated' timestamp.



End-user Experience: VDP

HOME > TRUCKS FOR SALE > BOX TRUCKS > CARGO / STRAIGHT > INTERNATIONAL > MV > 2020

PRINT

Share



2020 INTERNATIONAL MV

Cargo / Straight Box Trucks

Compare

USD ▾ USD \$42,900

Financial Calculator

Contact Us

Machine Location: 4030 North Point Rd Dundalk, Maryland 21222

SELLER INFORMATION

BELTWAY - USED TRUCK CENTER

(667) 354-4590

Contact: Truck Sales - Used Truck Center

Video Chat

Dundalk, Maryland 21222

Freestar Get Shipping Quotes

CURRENCY. Apply for Financing

Photos (11)



GENERAL

Year	2020
Manufacturer	INTERNATIONAL
Model	MV
Mileage	228,244 mi



CTA: Financial Calculator

R SALE > BOX TRUCKS > CARGO / STRAIGHT > INTERNATIONAL > MV > 2020

Payment Frequency

Monthly

Number of Payments

Interest %

Loan Amount \$ **Currency**

\$42,900.00 USD

CALCULATE **RESET**

Payments:

Amount Financed:

Total Amount:

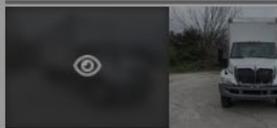
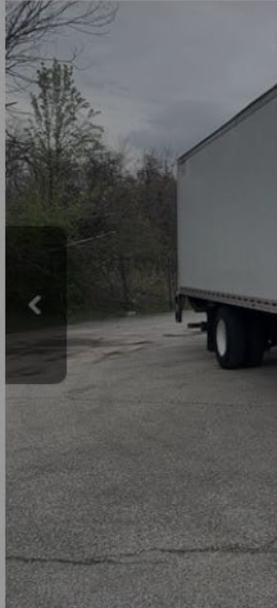
Finance Charge:

Video Chat

Contact: Truck Sales - Used

CTA: Contact Us

HOME > TRUCKS FOR SALE > BOX TRUCKS >



2020 INTERNATIONAL MV

First Name

Last Name

Email

Phone

Postal Code

By clicking Submit, you acknowledge you have read, agree to, and consented to our [Terms of Use](#) and [Privacy Policy](#), and, if you are a California resident, to our [Privacy Policy for California Residents](#). If you are a California resident, see our [Notice at Collection](#) in our [Privacy Policy for California Residents](#) for information on how we collect, use, and sell or share personal information. By clicking Submit, you further consent that communications and phone calls forwarded to you by Sandhills Global, our Affiliates, and our Brands may be recorded and monitored for quality assurance purposes.

Message

protected by reCAPTCHA
[Privacy](#) - [Terms](#)



SUBMIT

Call-To-Action (CTA) Buttons

“Product Pages should have two CTAs, because there are two types of visitors: a prospective buyer who is further down the sales cycle and a visitor in the research phase of the customer journey.”

- Kyle McCarthy, Act-On, DMSC Conference 2021

“If you want to maximize customer response, decrease the number of calls to action.”

- Oli Gardner, Unbounce, DMSC Conference 2021

What is your most important Call to Action?

Hey Do This

Or How About This

This Is Your Next Step

Click Me! Click Me!

Continue Now

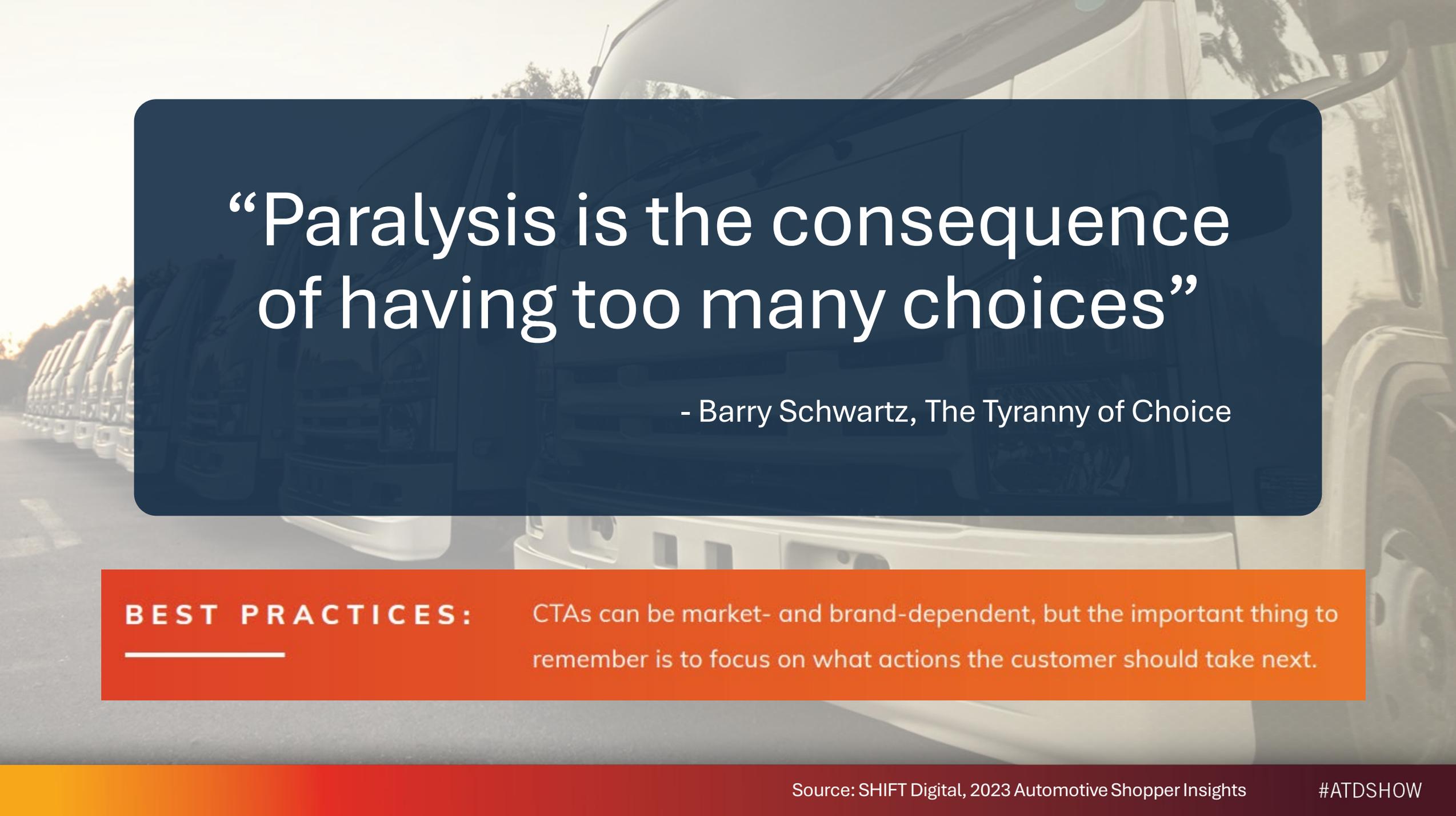
I'm The Most Important

What do you want your customer to do?

Buy Now

Learn More

vs.



“Paralysis is the consequence
of having too many choices”

- Barry Schwartz, The Tyranny of Choice

BEST PRACTICES:

CTAs can be market- and brand-dependent, but the important thing to remember is to focus on what actions the customer should take next.

Homepage

- When every department chimes in on what should go on the home page.
- How do you balance the desire to highlight everything for that customer who only visits the home page vs. an efficient call-to-action design?
 - Every department
 - Coupons
 - Specials
 - Hot vehicles
 - Vehicles you want to move
 - Directions with map
 - Hours
 - Chat bot
 - Local teams being sponsored
 - Community engagement





REED TRUCK SERVICES

24/7 Heavy Duty Towing, Accident Recovery & Emergency Road Service



◆ Authorized International Truck Service ◆ Parts ◆ Warranty ◆ Sales ◆ Repair ◆

Commercial Truck Parts, Sales, and Service



Toll Free: 800-542-5032 ◆ NH: 603-542-5032 VT: 802-885-8700

Fully Licensed & Insured ◆ Covering All of VT &NH

HOME

SERVICES ▾

PARTS & DELIVERY

ABOUT US

EMPLOYMENT OPPORTUNITIES

CONTACT INFO

How difficult is it to find what you want?



Reed Truck Services, Inc.

Physical Location

939 John Stark Highway
Newport, NH 03774

Mailing Address

P.O. Box 888





UTICA MACK, INC.

(315) 797-1714



CART LANGUAGES SEARCH

315-797-1714 9426 RIVER ROAD, MARCY, NY 13403

MENU

NOW HIRING

- Heavy & Medium Duty Truck Mechanic
- Hydraulic Counterperson
- Hydraulic Mechanic

**APPLY
NOW**

How difficult is
it to find what
you want?



Visit one of our 10 State of the Art Locations



800-833-2140

NOW HIRING

CONTACT US

HOME

LEASING

RENTAL

TRUCK SALES

PARTS

SERVICE

ABOUT US

COMMITTED TO EXCELLENCE

Family owned and operated since 1991

VIEW INVENTORY

PARTS

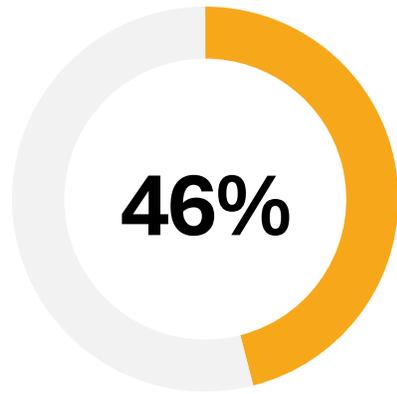
SALES

SERVICE

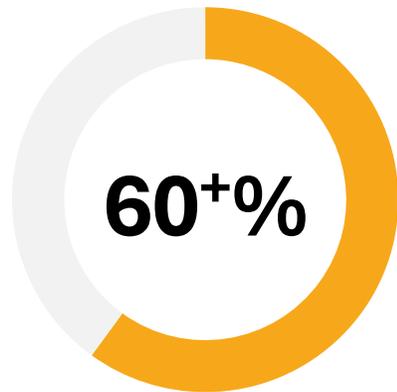
FEATURED INVENTORY



Use of Mobile Devices in the Light Vehicle Purchase Process



Customers that use multiple devices to get to a dealership website



Customers that only use mobile to get to the dealership website



Website Responsiveness



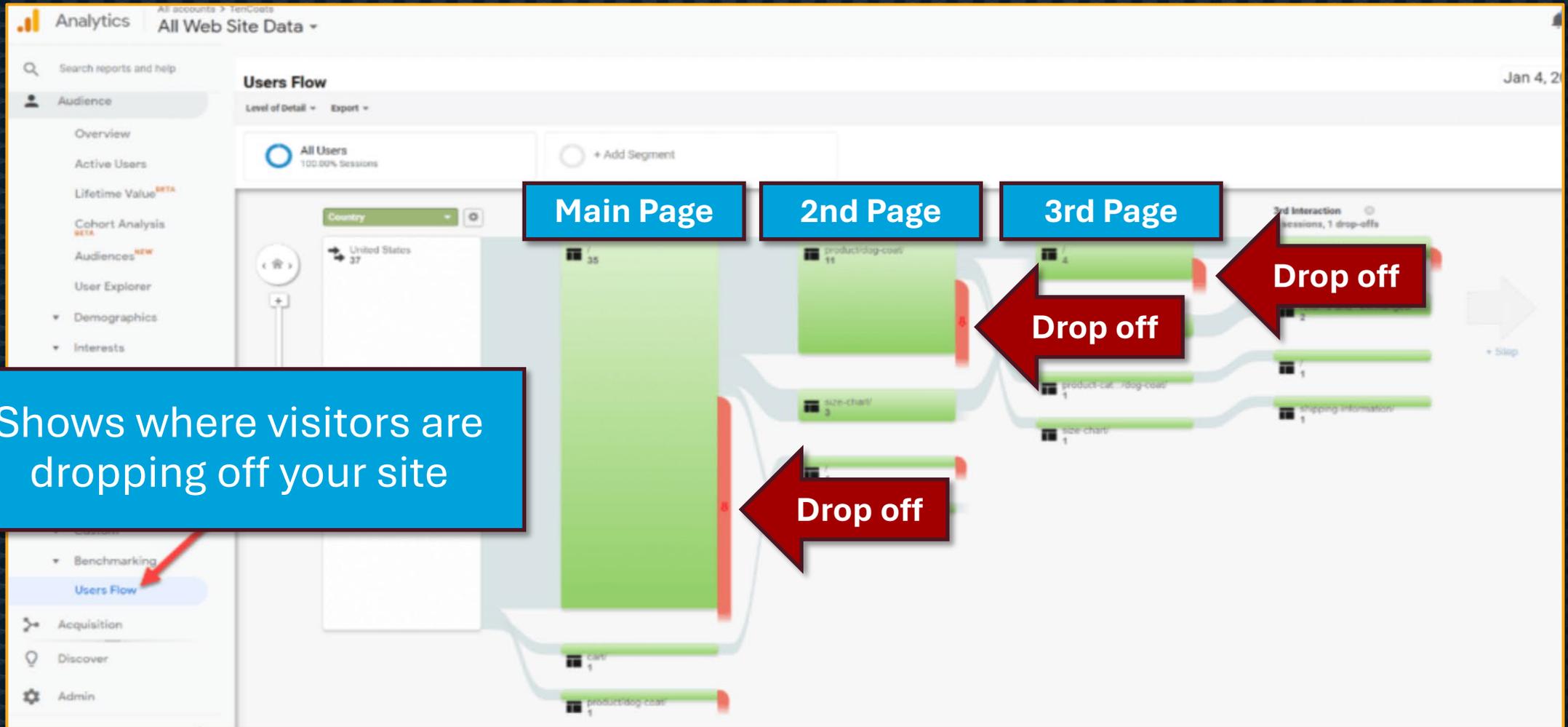
Verify Your Web Site on Mobile



Do at Home: Analyzing Your Dealership Website

- Go to your dealership website homepage
- Search for a common truck in stock
 - **First search:** include all model years
 - **Second search:** filter by category or keyword
- Complete this activity in 3-minutes

Use Tools like Google Analytics



QUESTIONS?

LAS VEGAS

FEBRUARY 3-5



2026 | ATD
SHOW