

Google Names Showroom Logic 2014 Innovator for Dynamic Conversion Pages

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Miami, FL ([PRWEB](#)) January 05, 2015 -- Google has named Showroom Logic the winner of the North American Premier SMB Partner Award in the Innovator category for their Dynamic Conversion Pages (DCPs).

"2014 has been a banner year for the Showroom Logic family," said Neal Gann, CEO of Showroom Logic. "Not only did we rank No. 1 in the 2014 Inc. 500 list in Automotive and in Advertising and Marketing, but being recognized by Google as the most innovative SMB partner is just phenomenal. This award symbolizes all the great minds I have the honor of working with everyday."

The [Dynamic Conversion Pages](#), or DCPs, garnered the recognition from Google. DCPs are generated dynamically whenever a consumer searches for a specific car on Google that appears in a dealer's inventory. A page with a picture of the car, a description along with its VIN and its current pricing are all presented to the consumer. By displaying this information in a concise and responsive design, the consumer can quickly absorb the information. This and other features generate a higher ROI for Showroom Logic dealers and give car shoppers a better experience.

Spearheaded by Patrick Bennett, Co-Founder and Chief Product Officer, DCPs took many months to create. Improvements are made on an ongoing basis through an extensive multivariate testing protocol. "I'm very proud of the hard work and dedication from the entire Development team," said Bennett. "Dealers are achieving a greater return on investment. In a recent study, we were able to increase total leads by over 200 percent with DCPs. This increase in leads results in a lower CPA, making more efficient use of our dealer's precious AdWords dollars."

"The Google AdWords Premier SMB Partner Program is a great way for small businesses to connect with companies who can help them make the most of their online advertising," says Ben Wood, head of Google's Americas channel sales partnerships. "Guided by the expertise of our trusted partners like Showroom Logic, small and medium-sized businesses can maximize the value and performance of their campaigns."

About Dynamic Conversion Pages (DCPs)

DCPs are a new product offering for Showroom Logic customers to improve their ROI for search marketing campaigns in Google AdWords and Bing. DCPs are not meant to replace a dealer website. Rather, they are meant to address the shopping experience consumers expect when using lower funnel keywords from paid search campaigns. Early adopters have seen a 1.5x increase in conversion rates producing greater ROI for their marketing budgets. The innovative DCPs took many months to build and incorporate sophisticated features and functionality that far surpass normal websites. With hundreds of Showroom Logic clients adopting DCPs thus far, they are achieving greater ROI with their AdWords dollars.

About the Google AdWords Premier SMB Partner Program

The Google AdWords Premier SMB Partner Program (PSP) connects Google's trusted and experienced AdWords partners with small- and medium-sized businesses that want expert help in creating, managing and optimizing their online advertising campaigns. In addition to in-depth AdWords expertise, PSP partners provide



full-service campaign management, detailed reporting, one-on-one customer support, and broad marketing guidance to help advertisers make the most of their campaigns. Premier SMB Partners meet Google's highest standards and criteria for qualification, transparency, and customer service, which includes completing extensive Google product and account management training. This ensures they can provide small businesses with the most effective AdWords advertising solutions.

For more information about the Google AdWords Premier SMB Partner program, visit:

<http://www.google.com/ads/premiersmbpartner/>

About Showroom Logic

Showroom Logic is an innovative [automotive digital marketing company](#) driven by proprietary technology, with deep penetration in the automotive industry. Their proprietary AdLogic platform was built from the ground up and allows clients to drive ROI through paid search, display and retargeting. Founded in 2009, Showroom Logic has grown to over 100 employees and has the privilege of working with thousands of advertisers nationwide. For more information, visit <http://www.showroomlogic.com/>



Contact Information

Truman Hedding

Showroom Logic

<http://www.showroomlogic.com/>

+1 (310) 341-8544

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