

# Dealer Online Marketing Develops Online Portal Providing a 360-Degree View of Marketing Performance

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EINPresswire.com/ -- Dealer Online Marketing developed a comprehensive platform capable of tracking every aspect of its clients' online marketing performance: DOM360. It brings an unprecedented level of performance visibility, convenience and ROI to automotive dealerships.

While developing its [new business model](#) to fulfill all a dealership's marketing needs, Dealer Online Marketing (DOM) has also developed a new online portal, a hub of proprietary software that lets clients log in at any time and see every aspect of their online performance. The recent launch of this exclusive [online performance monitoring tool](#), DOM360, and the company's successful integration of traditional and digital marketing services, fueled the branding of the new DOM360.com.



DOM360 enables real-time analytics on-demand, from various online channels, on a single platform.

"Traditional agencies, digital agencies and technology firms all serve their individual purposes," said Robert Donovan, CEO & Co-Founder. "With the introduction of DOM360, I am happy to announce that Dealer Online Marketing now covers all three of these bases, ensuring a home run and high ROI from your next marketing campaign."

Donovan often makes time to provide [private tours of DOM360](#) to existing and prospective customers, ensuring that users are getting the most value from their portals:

- Website analytics
- SEO reporting
- Heatmapping
- Digital advertising
- Social media
- Reputation management

The concept of this new software meshes perfectly with two of DOM's fundamental principles -- marketing agility and lean production -- making it cohesive with the company's mission. Having

access to real-time analytics for everything from organic keyword rankings and SEM performance to reputation management and social media gives dealers the ability to see the whole picture streamlined with a single login. Subsequently, this enables clients to work with their Account Executives on a more agile basis. Knowing which marketing dollars are most effective, combined with the ability to see actionable data in real-time, makes it possible to continuously maximize ROI with each campaign.

“Countless marketing automation software suites are on the market, but none so diverse as DOM360,” said Camille Forté, Media Relations. “Without calling a single provider, a client can check from anywhere whether they’re getting more mobile clicks on Google or Bing, check their latest online reviews and even determine if the latest social posts have fostered engagement.”

Dealer Online Marketing serves automotive dealership clients nationally. Digital marketing is DOM's foundation, but the company has evolved into a 360-degree marketing partner, integrating traditional media into its services and providing an unprecedented, real-time 360-degree marketing visibility performance portal.

Press Release courtesy of Online PR Media: <http://bit.ly/1j4Spww>

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