

Flick Fusion Wins AWA Award for Best Automotive Website Merchandising Software, Presented by PCG Companies

URBANDALE, IA, UNITED STATES, April 3, 2018 /EINPresswire.com/ -- Flick Fusion today announced that its flagship video marketing platform, [Smart Flicks](#), has won a 2018 Automotive Website Award (AWA) for the Best Website Merchandising Software. The award was presented to Flick Fusion at a ceremony hosted by PCG Companies on March 22nd at the Aria Resort & Casino in Las Vegas, NV.



"We'd like to thank PCG Companies for a great event and everything they do to help provide dealers with the education and tools they need for successful website marketing," said Tim James, COO of Flick Fusion.

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A statement posted on the AWA website summarizes why Flick Fusion's Smart Flicks platform was honored with the award:

“As the PCG team researched the newest edition of the Smart Flicks platform, it became apparent that multiple tweaks, customizations, and new apps have been added through the years to make a stronger product. Dealers using Smart Flicks have had direct input to help identify product improvements. Flick Fusion has responded with new iterations, reports, apps, or codes that made Smart Flicks even smarter.

The science and technology of displaying inventory and offers on a dealer's website is continually changing, along with today's consumer expectations of their shopping experience. Award recipients in the Website Merchandising category continue to enhance existing products and deliver new solutions to help this area of our industry grow.

We congratulate Flick Fusion for being named a 2018 AWA winner for Website Merchandising and thank them for participating in this year's review process.”

Flick Fusion recently exhibited at the NADA Convention & Expo, where it showcased both Smart Flicks and [VidCom](#), its recently released mobile communications app. VidCom combines the power of video email with the emotional impact of live-streaming video communications, and was featured in an Automotive News Show Daily article titled “7 Things to Check Out at NADA.”

For more information visit www.flickfusion.com or call 515-333-4337.

About Flick Fusion

Flick Fusion offers a full-solution video hosting, marketing and distribution platform to automotive and other inventory-based industries. The platform delivers automated, integrated and rule/behavior-based, including geo-targeted, video content in real-time, across multiple touchpoints and throughout the entire purchase cycle.

Flick Fusion makes it easy for dealers to create desktop and mobile-friendly vehicle inventory videos, video email and customer engagement videos such as testimonials, service department overviews and more. Videos are proven to capture more buyers' attention, advance organic SEO rankings, generate leads and increase conversion rates. The Flick Fusion system builds emotional value and customer loyalty for more than 3,500 brands and preferred partners.

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