

## **VinSolutions™ announces acquisition of Haystak Digital Marketing**

**Digital Marketing leader's products and services will integrate with VinSolutions web products to help dealers maximize the value of their advertising spend.**

ATLANTA, May 7, 2013 [PRNewswire/](#) -- VinSolutions has signed a definitive agreement to acquire Haystak Digital Marketing, the marketplace leader of digital marketing products and services for the automotive industry.

(Logo: <http://photos.prnewswire.com/prnh/20130507/CL08466LOGO> )

Haystak will operate under its own brand and continue to provide digital products and services direct to dealers nationwide. In addition, Haystak's digital marketing toolset will be integrated with VinSolutions CRM and website products to help dealers increase consumer traffic to VinSolutions customer websites.

"VinSolutions acquisition of Haystak now makes it possible for dealers to better utilize every marketing dollar spent by virtue of VinLens live website activity tracking and full CRM integration," stated Brian Skutta, Vice President and General Manager, VinSolutions.

Skutta continued, "Search engine marketing and other digital marketing products offered by Haystak can serve as a strategic marketing component and effective complement to core online advertising on KBB.com and AutoTrader.com when optimized and integrated well into an overall marketing plan. The AutoTrader Group of businesses will explore ways to include Haystak's capabilities as a part of their customer offerings, both as a stand-alone solution and as part of an integrated suite of product solutions."

"The strength and capabilities of VinSolutions and the AutoTrader Group of companies will empower us to faster realize our vision of providing better products and services to a rapidly changing market," said Duncan Scarry, CEO and founder of Haystak Digital Marketing.

Headquartered in Ft Myers, Florida, Haystak's products and services are used by hundreds of automobile dealerships in North America.

### **About VinSolutions**

VinSolutions, headquartered in Overland Park, KS, consolidates data from all areas of an automotive dealership helping dealers to find, sell and keep customers more profitably with their fully-integrated "Dealership Marketing System." VinSolutions' all-in-one internal management and external sales and service marketing solution platform includes search marketing, online advertising, social media marketing tools, mobile marketing, websites, ILM (Internet Lead Management), CRM (Customer Relationship Management), sales force automation, desking, appraisal, finance, used vehicle marketing and market pricing, inventory management and distribution, window stickers, automated video tours, loyalty management and targeted marketing with email, text, direct mail and telemarketing services. This cloud-based system is available for large dealer groups and individual dealerships from anywhere an Internet connection is available and can be viewed from any Smartphone including BlackBerry, Google DROID and iPhone. VinSolutions' Dealership Marketing Solution is installed by their implementation experts and supported by best practice retail strategy consultation, process training and customer care.

VinSolutions was named on the *Inc. 500/5000* in 2010 and 2011 and has received many industry accolades including the Automotive Website Award for Best Integrated Website Platform and the Driving Sales Innovation Cup for VinLens™. VinSolutions is OEM (Original Equipment Manufacturer) certified by GM, Ford, Chrysler, Honda, Hyundai, Acura, Mazda, Toyota, Subaru, Volkswagen, Audi, Volvo, Kia, Mitsubishi, Infiniti, Jaguar Land Rover North America, Mercedes-Benz USA and Nissan and is ADP, Reynolds & Reynolds and DealerTrack DMS (Dealer Management System) certified. Other alliances include, but are not limited to, Kelley Blue Book, Black Book, Galves, NADA, CARFAX, R.L. Polk, AIS Rebates, KnowMe, AutoSoft, Arkona, Autodata and RouteOne. Founded in 2006, VinSolutions became a subsidiary of AutoTrader.com in 2011.

**About Haystak Digital Marketing:**

Haystak Digital Marketing is the leading provider of digital marketing services to the automotive industry. Haystak's products and services are used by over a thousand automobile dealerships in North America and Europe including numerous publicly traded groups and Automotive News Top 125 Dealership Groups. Haystak Digital Marketing is a recognized leader in the digital marketing industry, being named an Adwords Premier SMB Partner by Google and a Microsoft Advertising Authorized Reseller. The company's excellence has been recognized with the 2012 Automotive Website Award for the Top Rated Multi-Channel Marketing Platform and the Google Premier SMB Partner Award for the Highest Customer Satisfaction. The company has offices in Fort Myers, Florida and Denver, Colorado.

SOURCE VinSolutions

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