



Cycle Trader Goes Full Throttle with eStara

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Leading Cycle Marketplace Empowers Dealers to Generate, Capture and Measure Leads

PR9.NET February 13, 2008 - Cambridge, MA – eStara, the leading provider of e-commerce optimization services, today announced that CycleTrader.com, the leading provider of classified ads for motorcycle, PWC and snowmobile buyers, is rolling out a dealer solution based leveraging Click to Call and Call tracking from eStara. Dubbed Full Throttle, the solution is designed to maximize sales conversion and measurement for Cycle Trader dealers.

"Cycle Trader is focused on providing maximum value and functionality to its growing network of 2000+ dealers," said Jim Jensen, Brand Manager at CycleTrader.com. "Our Full Throttle Solution, based on technology from eStara, provides dealers unique tracking numbers for online and offline advertising efforts and click to call functionality for online listings. Cycle Trader dealers now have the ability to optimize their online efforts, avoid lost leads and measure the effectiveness of their online and offline advertising all through a single, familiar portal."

The Full Throttle Solution leverages an array of solutions from eStara including Click to Call which allows motorcycle buyers to navigate seamlessly from the Web to phone from Web sites, emails or directory listings. Dealer listings are Click to Call-enabled by embedding a button on their listing and in turn, offer prospects a channel to immediately connect by phone. For consumers who choose to research online but prefer to purchase offline, Click to Call provides an instant connection, with immediate personal contact and support.

eStara Call Tracking quantifies incoming leads for easier acquisition, retention and sourcing. Cycle Trader will consolidate its multi-vendor call tracking with eStara to receive a 360 degree view of every caller, call recording and dynamic call routing, ensuring advertisers receive local leads by geo-targeting where inbound calls are being initiated.

eStara's full suite will be integrated with Cycle Trader's inventory management system to provide dealers a single and familiar repository for all caller data and reports. As the final component of its Full Throttle solution, Cycle Trader will be adding Save & Send in the near future; this will allow users to save listings on their preferred devices and forward them to potential buyers, acting as a referral tool.

"Increasingly, tracking and measuring the impact of online and offline initiatives in a single view is helping smart marketers like Cycle Trader prove ROI and add value to its dealer network," said Shari Solis, vice president, media at eStara. "eStara Click to Call and Call Tracking provide Cycle Trader the tools they need to build a loyal and growing dealer network without requiring them to adopt a new system or manage multiple vendor relationships. It provides them a far more detailed look at effort versus results, far beyond traditional call measurement capabilities."

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About Cycle Trader

CycleTrader.com is a division of Dominion Enterprises, a leading network of Web sites serving buyers and sellers in the new and used vehicle marketplace. Categories include boat, RV, collector and specialty vehicles, motorcycles, ATVs, equipment, and general merchandise. Dominion Enterprises' motorcycle and power sports publications include Cycle Trader® and Walneck's Classic Cycle Trader®.

Phone:	757-351-7994
FAX:	866-578-2892
Website:	http://www.cycletrader.com
E-Mail:	jim.jensen@dominionenterprises.com
Address:	150 Granby Steet 12th Floor Norfolk, VA 23510