



## Why Enroll in the BRP SmartSite Program?

**BRP SmartSite** is a dedicated tool to provide BRP shoppers with an exclusive buying experience.

Your **BRP SmartSite** converts browsers into buyers by providing them with an online shopping experience designed to accelerate their purchasing decision.

## Want to learn more about the BRP SmartSite Program?

↓ Connect today!

**800.724.0572**  
sales@dealerspike.com  
**dealerspike.com**



# Built Exclusively for Dealers Like You

Completely turnkey – no maintenance required

Connected to BRP Dealer Locator

**FREE** for dealers enrolled in the Annual Brand Plan

## Unique Branded Experience

Your shoppers interact with select brands and models, providing a manufacturer-exclusive experience.

- ✔ Deep link to inventory and showroom
- ✔ Drive users to lead-generating pages
- ✔ Integrate manufacturer promotions

## Improve Lead Generation

Shoppers looking for BRP brands get to explore the full lineup of products. Through the **BRP SmartSite**, shoppers can:

- ✔ Access brand-specific search results
- ✔ Request a demo for a specific vehicle
- ✔ Request a quote for their vehicle of interest

## Optimized Marketing Spend

**BRP SmartSite** provides dealers with access to data and metrics that will help you optimize your marketing campaigns.

- ✔ Gain line of sight between BRP and dealer consumers
- ✔ Content that is search engine-optimized
- ✔ Integration with co-op annual campaigns

## REAL RESULTS

SmartSite dealers received:

**84%** more **BRP leads** than non-SmartSite BRP dealers

**75%** more **BRP product page visits** than non-SmartSite BRP dealers

\*Metrics aggregated from 6/1/2021 – 5/31/2022