



WOMEN-DRIVERS.COM
CONNECTING WOMEN + FAMILIES TO CERTIFIED CAR DEALERS

FOR IMMEDIATE RELEASE

Contact: Media Relations
Anne Fleming, President
P: 412-327-2604
anne@women-drivers.com

Women-Drivers.com Announces National Partnership with Digital Air Strike to Amplify Voices of Women Car Buyers

Pittsburgh, PA December 8, 2020 - [Women-Drivers.com](https://www.women-drivers.com), a peer review platform empowering women and families to identify Certified Trusted Dealers, is proud to announce its national partnership with Digital Air Strike, the leading social media, intelligent response and consumer engagement technology company.

According to a Search Engine Watch Report, 92% of customers trust the credibility of peer reviews. Women use car dealer reviews 50% more than men and report that trust is the top reason for purchasing at a dealership. "Women-Drivers.com is the ultimate peer car dealer review platform. This market segment prefers the relatability of reviews from peers and has confidence in the credibility to visit these dealers first," said Anne Fleming, president of Women-Drivers.com. "We are excited to partner with Digital Air Strike and make our unique platform available to their wide-ranging dealer clients to ultimately impact the consumer." Women-Drivers.com Certified Trusted Dealers have a satisfaction score of 97.1%, which is 12% higher than uncertified dealers – this translates into increased sales to women.

Digital Air Strike dealer clients will receive a Certified Active Dealer badge on their Women-Drivers.com dealer review page. With enough reviews, Digital Air Strike dealers can elevate to the Certified Trusted Dealer status and receive many no-cost advantages, including content for blogs to engage and educate consumers. This badge will enrich dealer's credibility and market share with a trust-based message. Additionally, the company will integrate reviews from the site into the Digital Air Strike platform and provide technology and services for reviews to be responded to easier.

According to the 2019 Cox Automotive Car Buyer Journey Study, car buyers who purchased from a dealership visited 2.3 dealers. When looking through the lens of gender, Women-Drivers.com SurveySpark® Insights reveal that almost half of women visit three dealerships before buying. Saving time by locating a dealer that demonstrates a trusting, fair and respectful buying experience, is critical to today's consumer. "Women have a great deal of buying power and also have unique considerations when making one of the largest purchases most families make," said Alexi Venneri, the co-founder and CEO of Digital Air Strike. "We're proud to continually look for new partners, such as Women-Drivers.com, to help our dealer clients find new ways to engage consumers and showcase their excellent experiences."

Women-Drivers.com reports that women buy 45% of all vehicles for themselves totaling 11 million new and used vehicles every year, averaging 675-750 vehicles per franchised rooftop.

“I personally have had customers share with me and my team members that they chose to visit Kelly Ford because of the Certified Trusted Dealer program,” says Chris Saraceno, vice president of Kelly Automotive Group. “Women felt confident, reassured, and comfortable because reviews came from other women. This evidence-based, easy to locate research allows shoppers to find a destination dealer. That is exactly what we want. Guests have benefited and we have certainly gained market share because of this blueprint. It’s a game-changer.”

Anne Fleming, president of Women-Drivers.com will be sharing valuable insights about women car buyers and what dealerships can do to attract and retain female consumers during a free Digital Air Strike-hosted webinar on December 17th. Click [here](#) to reserve your spot or to watch the webinar on-demand at a later date.

“Leveraging the power of peer reviews helps this buying segment connect with dealers that demonstrate trust and a welcoming and equitable culture,” said Anne Fleming. “The economic benefit of being a Certified Trusted Dealer is selling an average of 5% more sales annually which translates into \$1.5 million per dealership rooftop. This impacts sales exponentially year over year in the form of new service business, referrals, social media sharing, and repeat business.”

Women-Drivers.com also offers innovative SurveySpark® predictive analytics to dealerships and OEMs that show new patterns, behaviors, and preferences to increase sales, conversion, and retention. This subscription-based market research tool comes from 400 customized data sets and insights into the purchase, service drive and shopping experience trends.

About Digital Air Strike

Digital Air Strike is the leading social media, intelligent lead response, and consumer engagement technology company helping 5,000 businesses increase consumer response and conversions in digital and social media environments while generating measurable ROI. A pioneer in digital response, social media marketing and online reputation management solutions, Digital Air Strike deploys industry specific mobile apps, software, intelligent messaging and managed service platforms to monitor, engage, improve and manage consumer interactions for businesses in the United States, Canada and 33 additional countries, including working with seven of the largest automotive manufacturers. More information is available at www.digitalairstrike.com and www.facebook.com/digitalairstrike.

About Women-Drivers.com

Women-Drivers.com is the leading car dealer rating and review site for women by women. Our platform showcases Certified Trusted Dealers who consistently demonstrate trust, respect and unbiased experiences as reflected in authentic, peer reviews. Women-Drivers.com offers innovative SurveySpark® predictive analytics to dealerships and OEMs who are interested in new patterns, behaviors, and preferences to increase sales, conversion, and retention. These customized 400 data sets prepare insights into the purchase, service drive and shopping experience trends. Our passion is to support the transformation of how the industry interacts with women and to help foster an improved, inclusive customer experience. More information is available at www.women-drivers.com and www.joinwomen-drivers.com.