



DEALER INTELLIGENCE GROUPE

SPARK • IGNITION_{XD} • FULL THROTTLE

ABOUT

ONE INDUSTRY. NOTHING ELSE.

Dealer Intelligence Groupe is a data and development company built for powersports and nothing but powersports. **100+ developers, in house, working only on this industry's problems.**

100+ DEVELOPERS IN HOUSE

POWERSPORTS ONLY

TALK TO US →

MEET THE TEAM



dealerintelligencegroupe.com

CONTACT US



WHO YOU'D BE WORKING WITH

THE PEOPLE WHO BUILD IT

Small enough that you talk to the people who build it. No account managers relaying questions to a team you never meet.



David Gatti
Chief Executive



Andy Sharma
Chief Technology



Craig Ford
National Sales



Matt Khorsand
Managing Partner



Drew Gatti
Chief Product



Dave McCombs
Dealer Acquisition



Eric Anderson
Industry Liaison

100+ developers in house, working only on this industry's problems — and seven of us at the show this week.

DEALER CONNECT · COMBINED KEYNOTE · 45 MINUTES

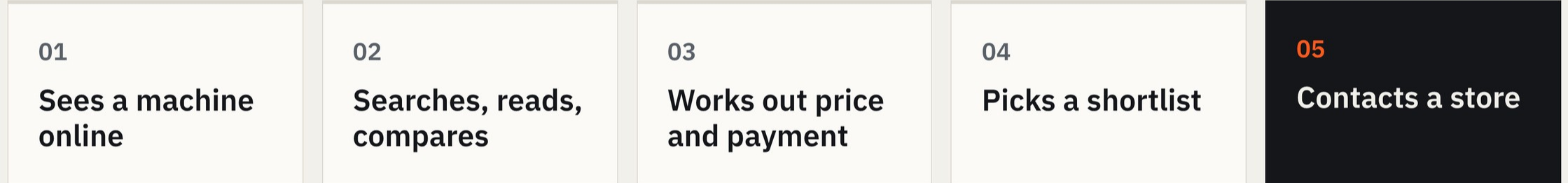
THE CUSTOMERS YOU NEVER SEE

AI is answering your leads. It is also deciding whether you get one at all.

Free live site diagnostic — Booth 14, all day

PART ONE

THE BUYING JOURNEY NOW



You have always entered at step five. The decision is mostly made by then.

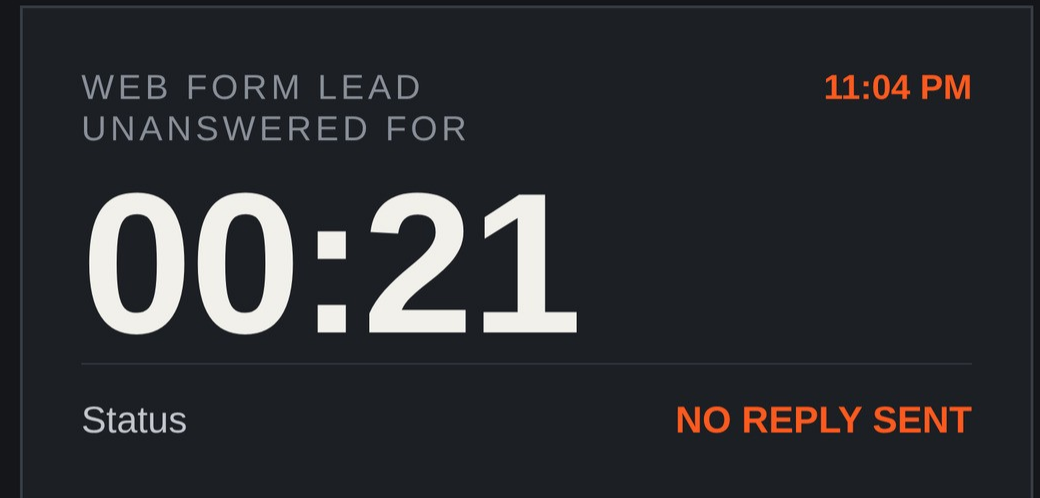
Everything that follows is about steps one through four — and who is standing in them.

THE AFTER-HOURS PROBLEM

THE LEAD THAT ARRIVES AT 11 PM

The shopper is sitting on the couch with four tabs open, and they move on to whoever answers first.

Nobody is in the building. The lead is not lost yet — it is just waiting, and it does not wait long.



Illustrative — the clock starts when the form is submitted.

PART TWO

WHAT'S WORKING RIGHT NOW

Always-on lead response

Chat, form, text and phone covered at any hour, including the hours nobody is in the store.

Follow-up automation

Sequences that keep working a lead after the first reply, instead of one call and a note in the CRM.

CRM reactivation

Your best new lead may already be sitting in the CRM — unworked, and already paid for.

Full-spectrum platforms

Ekho and others carry browsing through payment and registration, across state lines.

SPEED VERSUS SUBSTANCE

Dealers are answering faster than ever. A fast reply that skips price, payment and alternatives still does not close anything by itself.

PART TWO

FULL-SPECTRUM PLATFORMS, BOTH SIDES

WHAT IT UNLOCKS

An out-of-state buyer stops being a logistics problem and becomes a sale.

Browsing, payment and registration are handled in one place, so distance is no longer the reason a deal dies.

WHAT IT COSTS

Every step the platform absorbs is a step your people no longer touch.

Convenience is real. So is the loss of the moments where your store earned the relationship.

Matching the right salesperson to the right customer, instead of rotating whoever is next up, belongs in the same conversation — and the supporting data on it is still thin.

PART THREE

WHERE AI FALLS FLAT

Digital-native younger riders

Happy to shop, price and message without a phone call.
Speed and self-service read as respect for their time.

Experienced 40+ buyers

On their fifth or tenth machine. They want a person who rides, and an automated answer reads as a brush-off.

First bike or tenth, this is an emotional decision, not a data transaction.

AI can qualify a lead. It cannot feel the culture of riding.

PART THREE

FOUR WAYS OVER-AUTOMATION SHOWS UP

-
- 01 The reply the customer can tell was automated — and the trust that costs.
 - 02 Nobody owns the customer, because the system appears to have it handled.
 - 03 Optimising toward sameness, until your differentiator is averaged away.
 - 04 A quieter sales floor, and a thinner bench of people who can hold the conversation.
-

CAUTION · FROM OUR OWN AUDIT

PEOPLE SET THE APPOINTMENTS

378

Of 443 appointments in the quarter were booked by a person — 85%

65

Booked directly by the platform, out of 1,957 leads it was handed

37→7%

AI share of bookings, April to June — falling every month while total volume tripled

99.97%

Of the 2,888 follow-up tasks the platform generated were worked to completion by the team. The machine made the list. The people closed it.

On a fresh lead, a person still sets the appointment. Automation earns its keep on coverage and volume — not on first contact.

CAUTION · WATCH THE MONEY, NOT THE RATIO

THE RATIO WENT UP. THE GROSS WENT DOWN.

April to August	Before	After	Change
Leads	4,849	4,514	-6.9%
Close ratio	12.46%	13.49%	+1.03 pts
Units sold	604	609	+0.8%
Gross profit	\$1.15M	\$1.12M	-2.5%

The month that moved most had no platform

January was up 3.5 points year over year, before go-live. No post-activation month beat it.

The vendor counted a smaller store

2,265 leads on its dashboard against 2,849 in the store's own report — a gap widening from 18% to 24%.

Nothing ties a lead to a unit

40.2% of appointment outcomes unmarked, and no lead ID on the deal. Attribution dies at the last step.

Converting a smaller pool is not the same as selling more. Judge a tool on gross profit per unit, not on activity.

PART THREE

HAND OVER, OR GUARD

Let the machine carry the admin so your people can spend more of the day on the floor, having real conversations.

Hand to the machine	Keep with your people
After-hours first response	Knowing when to push and when to back off
Form, chat and text triage	Reading what the customer is not saying
Follow-up sequences and reactivation	The trade walk-around and the first-bike talk
Price, payment and availability lookups	Talking rides, and the relationship after it

PART FOUR

A ROADMAP YOU CAN RUN

Take the whole roadmap with you

Scan for the free AI workbook: measure it,
map it, then change it



FIRST 30 DAYS

Costs nothing new

- Pull the real dead-lead count out of the CRM
- Switch on after-hours response on one channel
- Measure current first-response time honestly

60–90 DAYS

Prove it on one thing

- Run a single reactivation campaign
- Add price and payment detail to auto-replies
- Track appointments set, not messages sent

6–12 MONTHS

Scale what worked

- Every inbound channel, not just the one
- Matched routing instead of next-up
- A closed loop from lead through to DMS profit

THE PIVOT

ALL OF THAT ASSUMES THE LEAD ARRIVES

A fifteen-second response time is worth nothing against a customer who never found the store.

So we go back to step one — discovery — and ask who is winning it. The same technology we just spent thirty minutes praising now sits between you and that customer.

PART FIVE

FROM SEO TO GEO

Search used to send people to your site. Now AI answers the question itself, and the click never happens. GEO is the new name for it. The work behind it is the same SEO basics dealers have skipped for years.

68% of US Google searches ended without a click in early 2026, up from 60% two years earlier. SparkToro / Similarweb, June 2026.

Good news: dealers are less exposed than most. AI answers turn up on how-does-it-work questions, not the “near me” searches people use when they are ready to buy.

🔍 best side-by-side dealer near me

AI OVERVIEW

- Look for an authorized dealer with a certified service department.
- Compare warranty coverage and financing before you commit.
- Check which models are actually in stock in your state.

No dealership named anywhere in the answer.

HOW A MACHINE FINDS YOUR INVENTORY

THE PATH TODAY



DMS

Unit entered, sits on the floor



Website

The DMS pushes it to a page



2024 KTM 390 Adventure

Crawler

Google crawls the page

All Shopping Images Videos Maps



2024 KTM 390 Adventure

Your Dealership
Adventure-ready, in stock now.

Results page

The listing competes for a click



Shopper

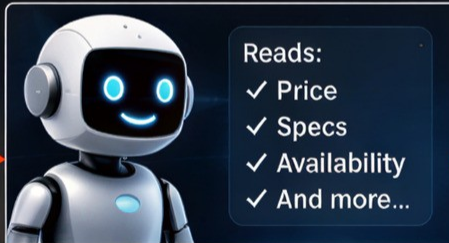
Finds you, or finds someone else

THE PATH OPENING UP



DMS

Same unit, same entry



AI agent

Reads price, spec, availability

- Reads:
- ✓ Price
 - ✓ Specs
 - ✓ Availability
 - ✓ And more...

Machine to machine

Google and Gemini · ChatGPT · Amazon and Walmart · marketplace feeds · any bot asking what you have, what it costs, whether it is in stock



Shopper

Gets your unit inside the answer



Avoids the website



Avoids crawling



Avoids page-level searches



YOUR DEALERSHIP
MORE RIDERS AHEAD

PART FIVE

SAME PART, TWO KINDS OF FITMENT

ON THE PAGE TODAY



Front brake pad set

Fits most 2019 and newer RZR models.
Call the parts counter to confirm fitment
for your machine.

✓ In stock — Madison

A person can read that. A machine has to guess the years,
the trims, the side, and whether it is on the shelf right now.

BESIDE IT, FOR THE MACHINE

```
{
  "@type": "Product",
  "name": "Front brake pad set",
  "brand": "Polaris", "sku": "...",
  "isAccessoryOrSparePartFor": {
    "model": "RZR Pro XP",
    "modelDate": "2020-2024",
    "position": "front",
    "offers": { "availability": "InStock",
    "price": "...", "inventoryLevel": 6 }
  }
}
```

Same part, written so a machine answers without guessing.



RIGHT PART

Clear fitment by model,
year, and position.



REAL-TIME STOCK

Live inventory by location,
shown in the answer.



LOCAL ANSWERS

Agents surface your store
for local shoppers.



MORE SALES

Be the helpful answer
customers choose.

PART FIVE

SEO IS MORE THAN CONTENT

01

Site structure

How pages nest and link, and whether a crawler can reach your inventory at all.

02

Structured data

Schema markup that tells a machine what a unit is, what it costs, and where it sits.

03

Search Console

Page indexing, crawl errors and performance data — free, and usually unread.

04

Business Profile

Your strongest local ranking tool, and the one a dealership fully controls.

PART SIX

WHAT WE'VE LEARNED ABOUT WEBSITE PROVIDERS

SEO is sold as an upsell and delivered with very little technical depth.

Cookie-cutter templates can work against you: duplicate content, poor structure, slow load times.

Dealers rarely know the questions that hold a provider accountable.

Garbage in, garbage out — no amount of content moves a broken foundation.

SEND THESE THIS WEEK

- Do we have owner access to our own Search Console and Analytics?
- Which of our pages are indexed, and which are not?
- What schema is on our inventory pages?
- What technical work was done last quarter, and where can I see it?

PART SIX

SO HERE'S WHAT SHOULD BE FIXED

Site architecture

Flatten the click path and repair internal linking, so inventory is reachable in two clicks.

Duplicate pages

Clear the template duplication so every page has one job and one query it can win.

Schema markup

Mark up units, price, location and hours, so a machine can read what you sell.

Indexing

Clear the crawl errors and get the pages that actually sell units into the index.

Page speed

Image weight, scripts and template bloat, measured on a phone on cell data.

Business Profile

Categories, hours, photos and reviews, claimed by you and kept current.

None of this is content. It is the foundation content sits on — fixed once, and it keeps paying.

SAMPLE · SITE CRAWL, 2,500 PAGES

WHAT A CRAWL ACTUALLY FINDS

3,568 Errors, alongside 15,756 warnings

1,261 Pages of duplicate content

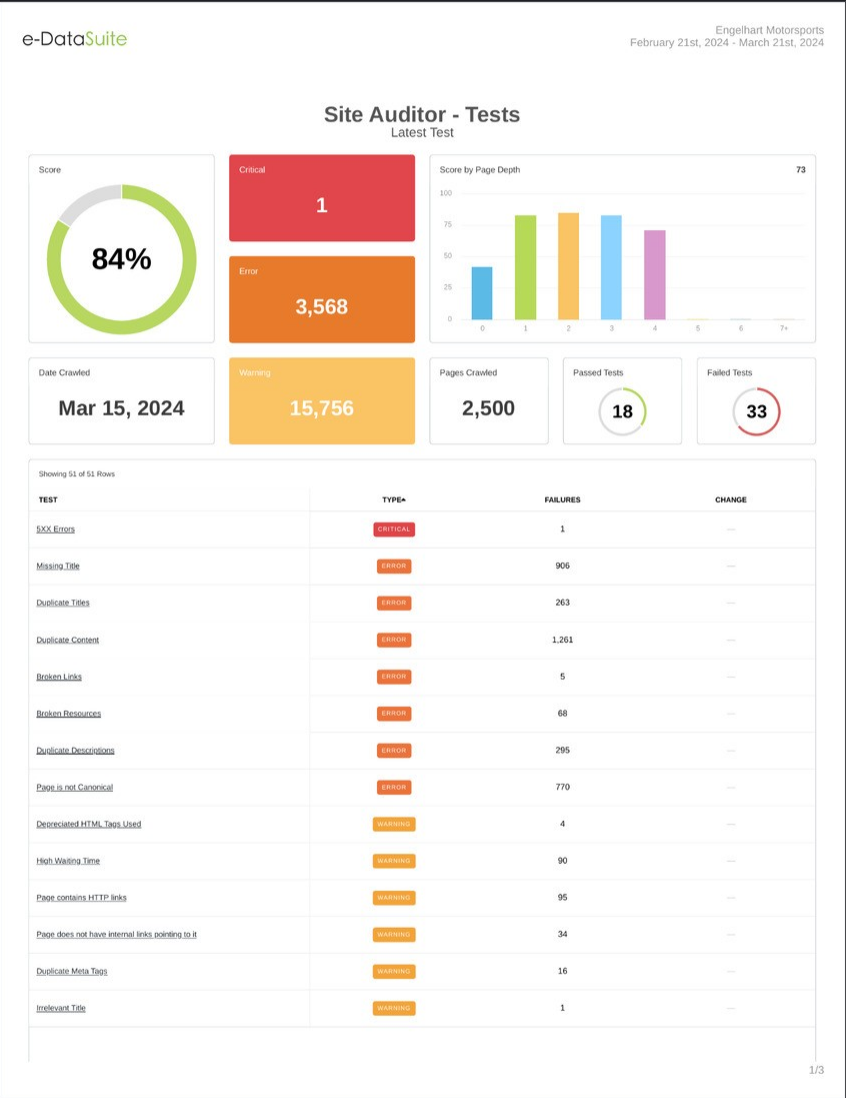
906 Pages with no title tag, and 906 with no description

770 Pages carrying no canonical tag

3,452 Images with no alt text

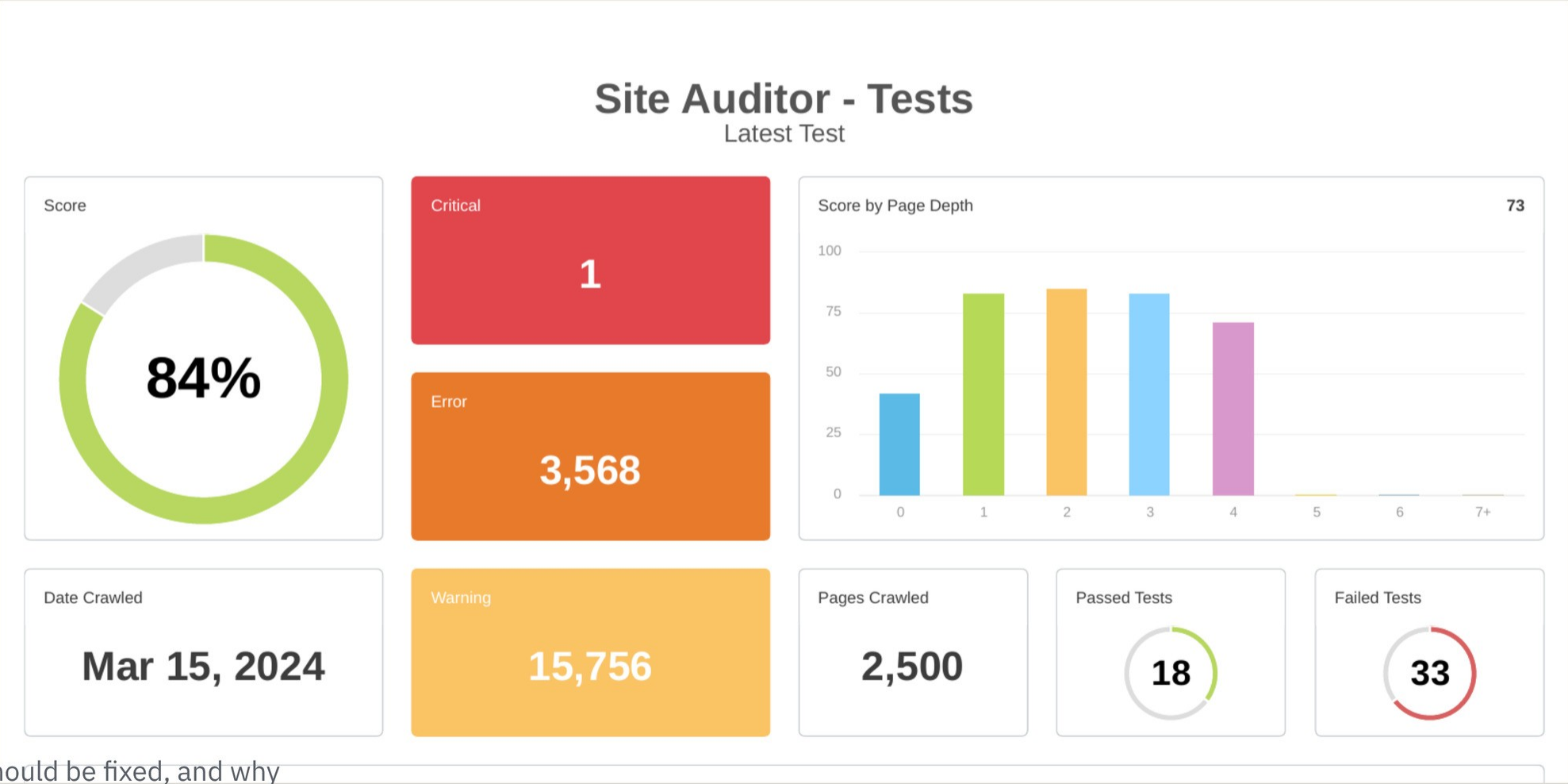
Every line is a page Google has to judge with no help from you.

What should be fixed, and why



ONE CRAWL, 2,500 PAGES

Score 84%, and 19,000 things wrong underneath it



SAMPLE · GRADE D, PERFORMANCE 48%

WHAT IS MAKING IT SLOW

- 11.2s

Before the homepage is fully loaded
- 8.0 MB

One autoplay video, served to every visitor
- 18.6 MB

Total page weight, across 242 requests
- 7.2s

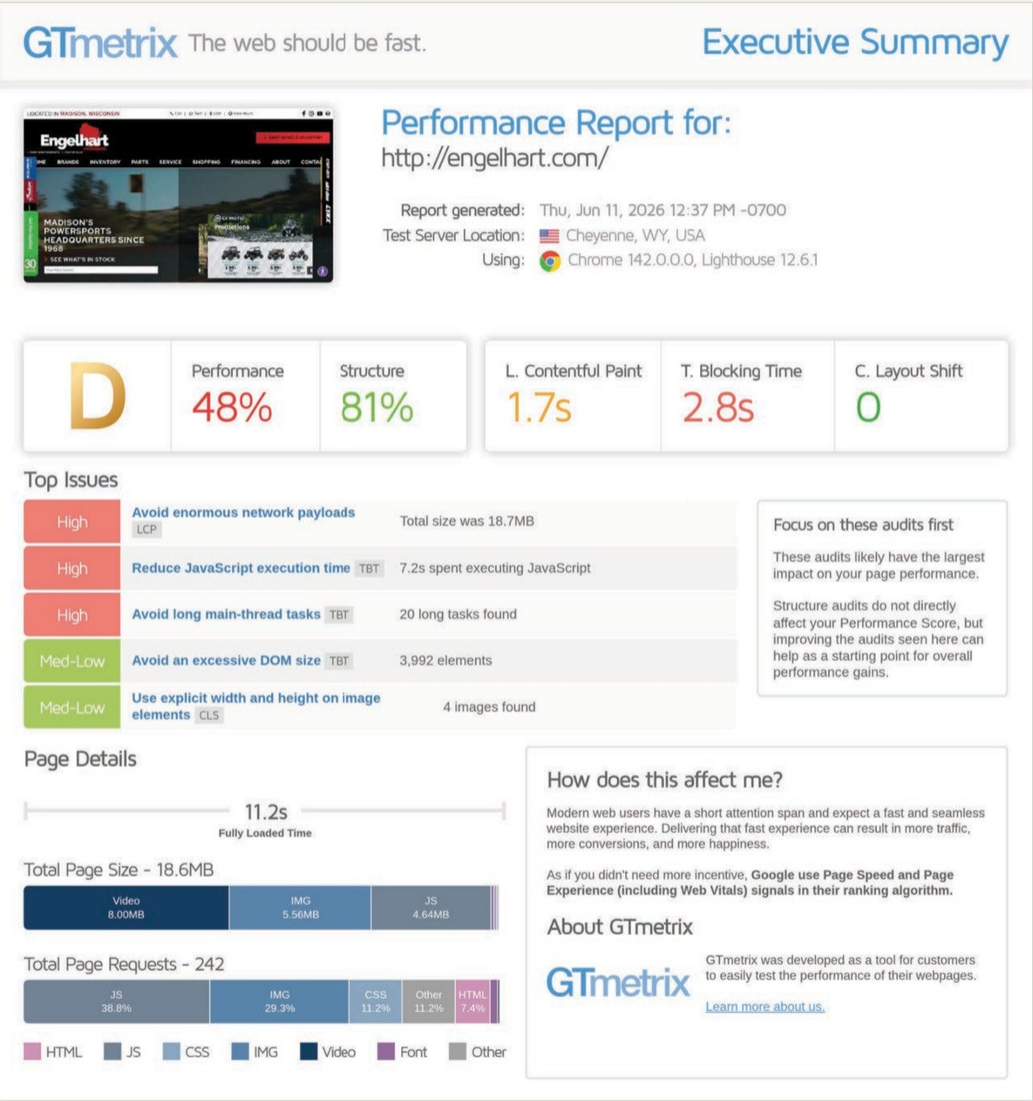
Spent running JavaScript, with 20 long tasks
- 8.5 MB

Re-downloaded on every repeat visit, uncached

Every line is a setting or an asset. None of it needs a new website.

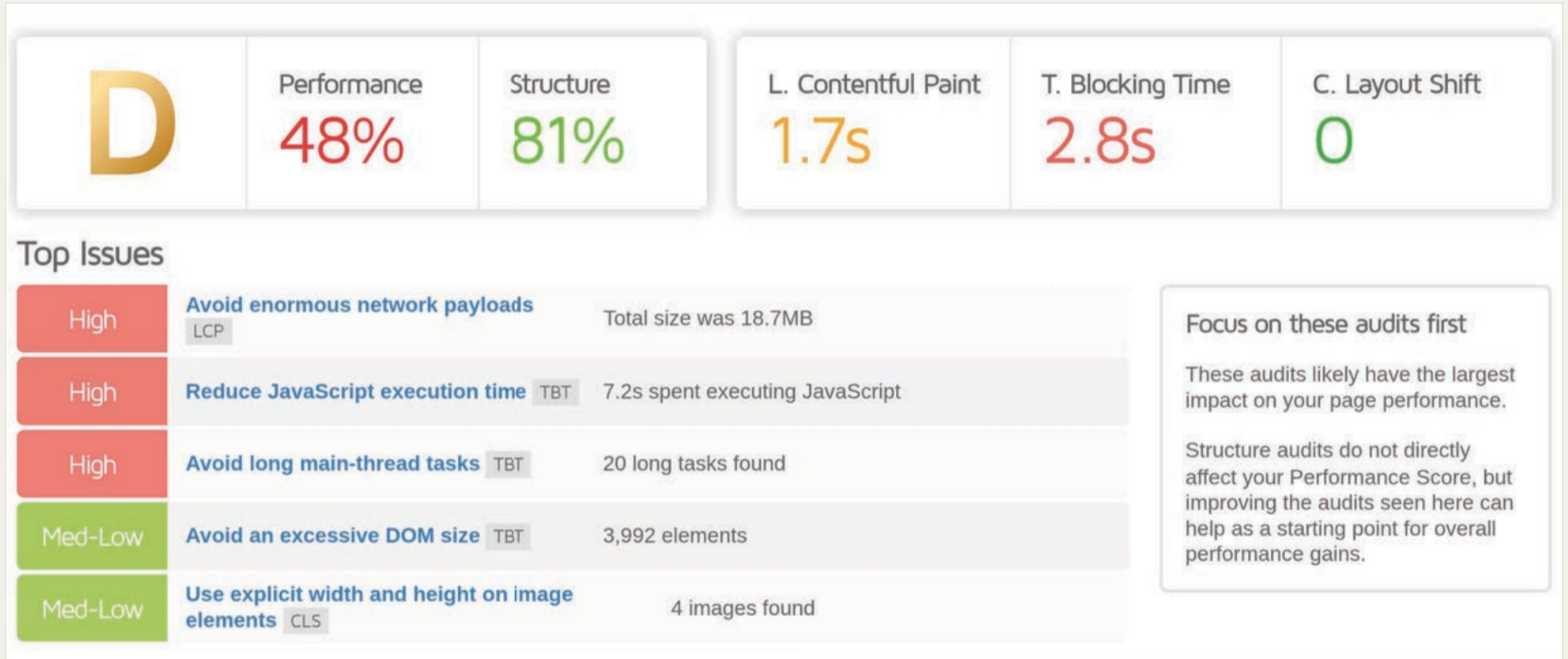
GTmetrix, engelhart.com homepage, 11 June 2026.

What should be fixed, and why



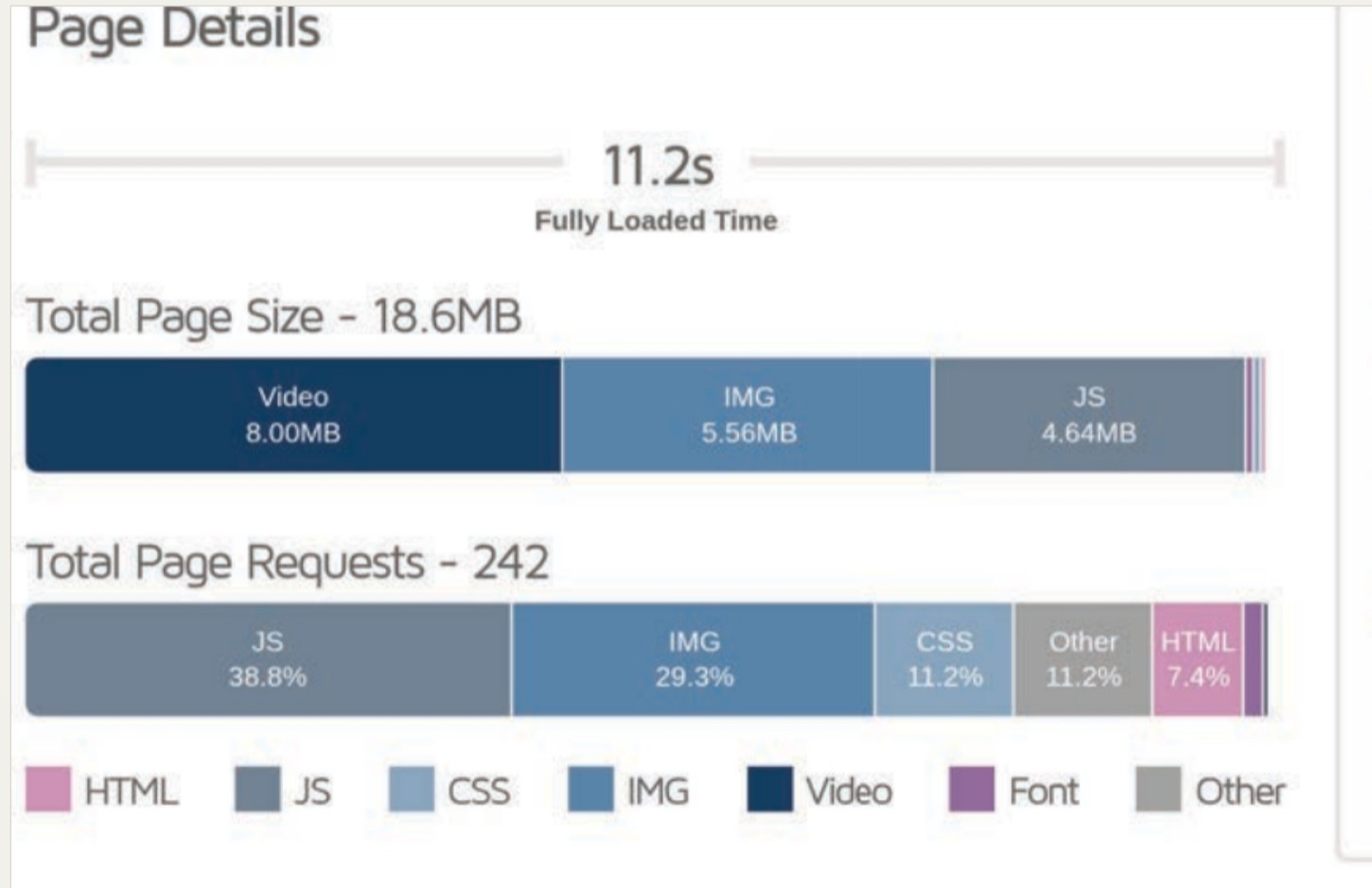
GRADE D, AND THE THREE BIG ISSUES

GTmetrix, engelhart.com homepage, 11 June 2026



What should be fixed, and why

18.6 MB, AND WHERE IT GOES



11.2s

Until the page is fully loaded

8.00 MB

One video, served to everyone

242

Requests to draw one homepage

Nearly half the weight is a video nobody asked to watch.

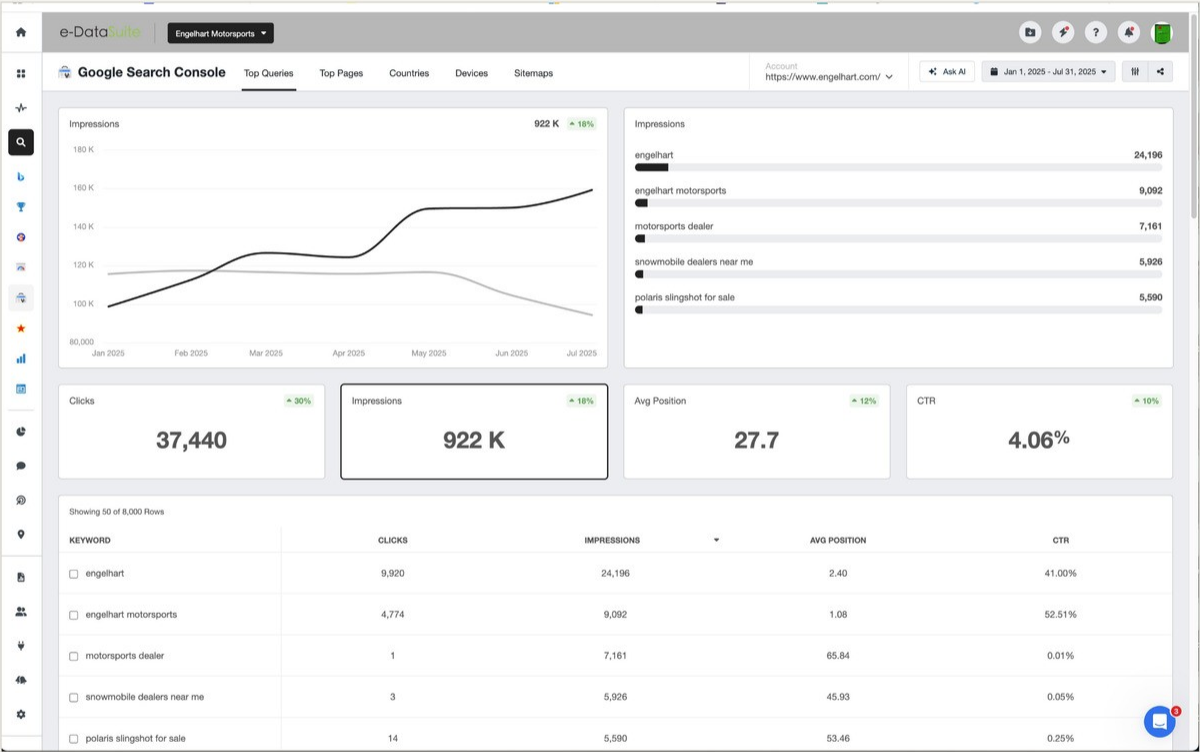
SAMPLE · SEARCH CONSOLE QUERIES

SEEN, AND NEVER CLICKED

- "motorsports dealer"
7,161 impressions. One click. Average position 66.
- "snowmobile dealers near me"
5,926 impressions. Three clicks. Average position 46.
- Across the whole site
922K impressions, 37,440 clicks, 4.06% click-through.

The demand is already there. The store just is not on the part of the page where the click happens.

What should be fixed, and why



CASE STUDY · A MIDWEST MULTI-LINE DEALERSHIP

THREE YEARS OF FOUNDATION WORK

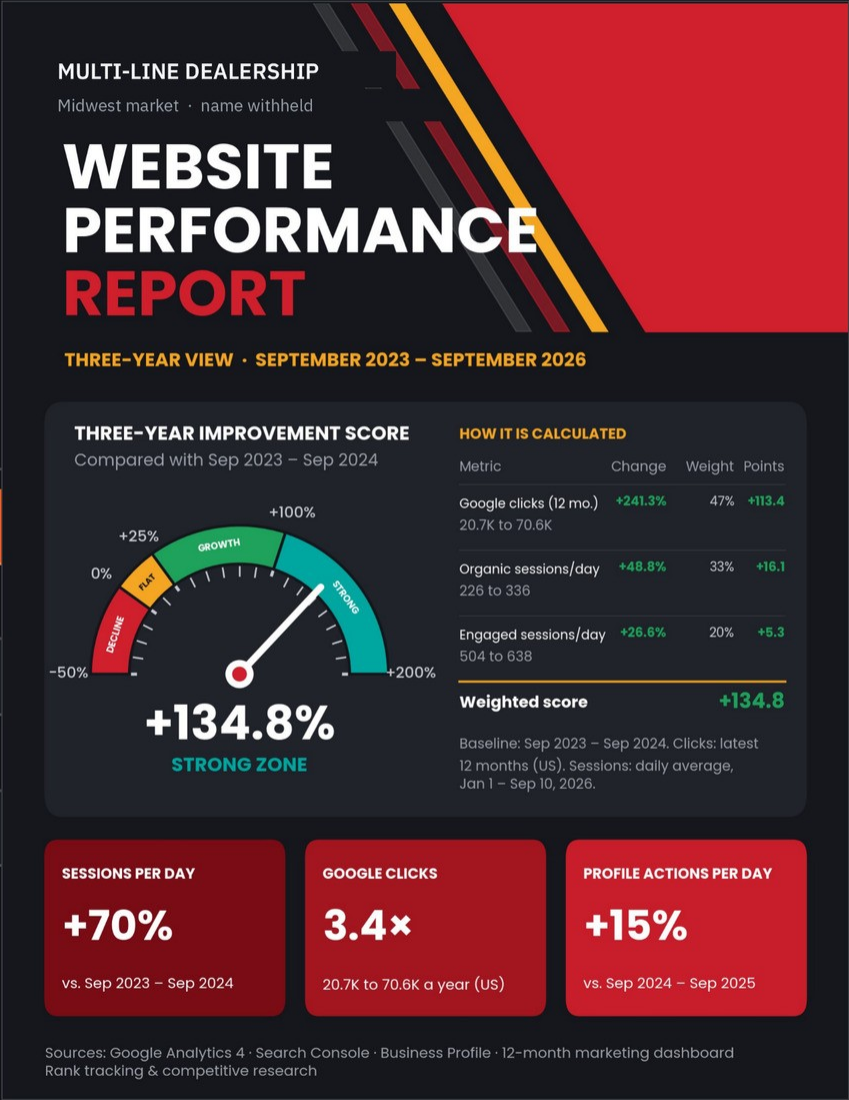
+134.8%

Weighted three-year improvement score
against the September 2023 – September
2024 baseline.

Measure	Baseline to now
Google clicks (12 mo.)	20.7K to 70.6K
Organic sessions/day	226 to 336
Engaged sessions/day	504 to 638
Pages in Google's index	175,487 to 64,447

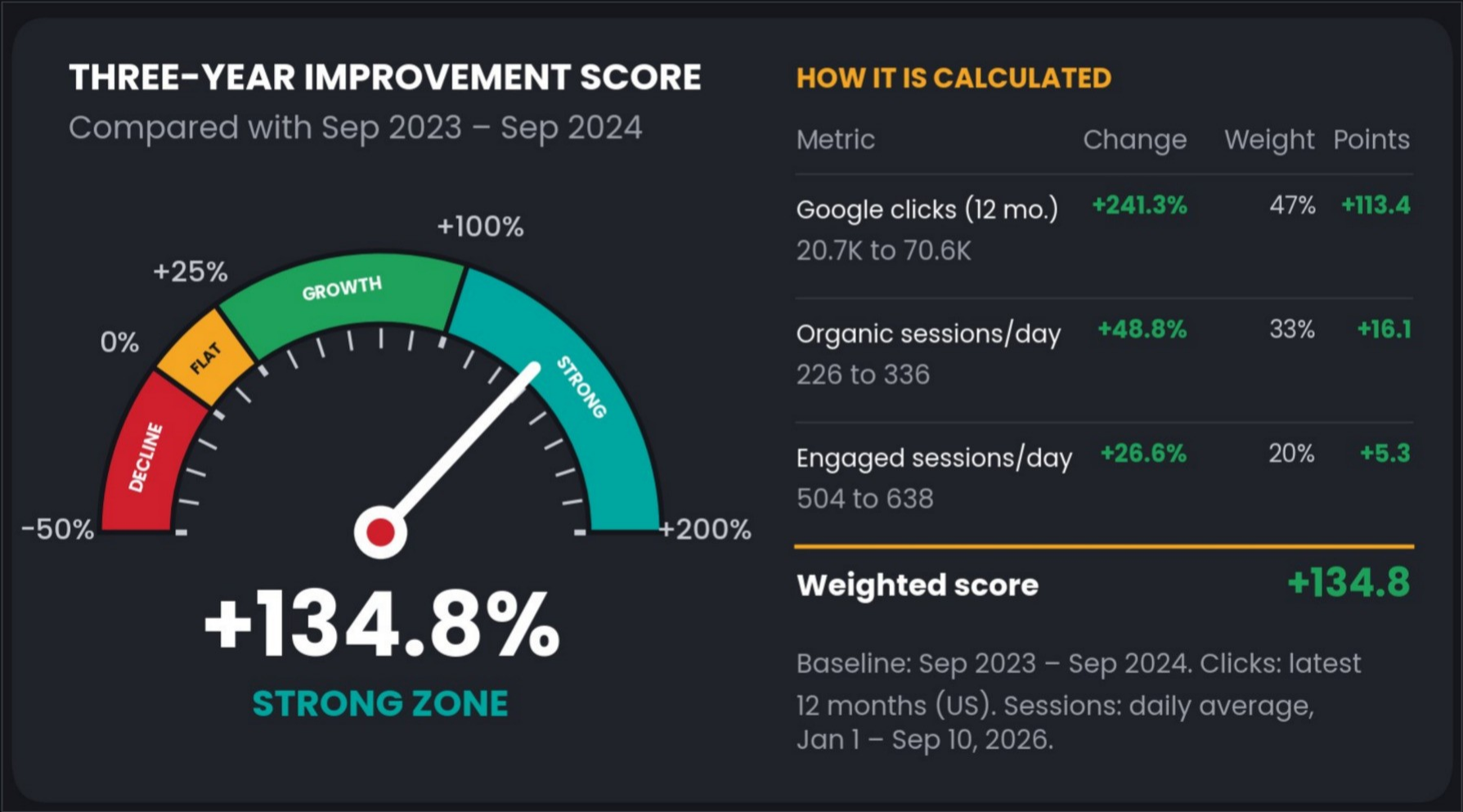
Sources: Google Analytics 4, Search Console and Business Profile. Clicks are US, latest 12 months; sessions are daily averages.

What we fix, and what it moved



THREE YEARS, SCORED

Weighted against the September 2023 – September 2024 baseline



Clicks are US, latest 12 months; sessions are daily averages

PART SEVEN

WHERE SHOULD THE BUDGET GO?

Channel	The job it does	Timeline
SEO	Compounding discovery and credibility	Slow, then durable
Paid search	Buying demand that already exists	Instant, stops when you stop
Social ads	Creating demand and awareness	Weeks, lives on creative
Marketplaces	Renting someone else's audience	Instant, priced per lead

Pausing is not the same as quitting. Know which you are doing, and why.

Free tools to take control of your own site SEO — links handed out before the booth offer.

THE CLOSE

SIX CHECKS IN TEN MINUTES

Indexing

Are your pages actually in the index, or only on your site?

Structure

Can a crawler and a customer both find inventory in two clicks?

Schema

Is there markup on your units, or is the page just pictures and text?

Speed

How long does the template take to load on a phone on cell data?

Business Profile

Hours, categories, photos, reviews — current and claimed by you?

The AI question

Ask an assistant for a dealer in your town. Does it name you at all?

Run these on your own site tonight

LIVE DIAGNOSTIC

BRING ME YOUR SITE

We put a real dealer site under the microscope right now — what's working, what's broken, what to fix first.

BOOTH 14

Free site diagnostic, running all day.

Ten minutes, and you keep the findings in writing.

No pitch and no follow-up sequence — whether or not you ever work with us.

Bring your provider's most recent report and we'll read it together.

EVERYTHING FROM THIS SESSION



DEALERINTELLIGENCEGROUPE.COM/RESOURCES

Both guides, the one-sheets and the worksheets. Free, no form.