

AUTOMOTIVE

The Drive bridges gap between editorial and ecommerce with new SHOP platform

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Aston Martin is one of the manufacturers available through the platform

By DANNY PARISI

Time Inc.'s The Drive is taking the next step from editorial to commerce thanks to a new shopping resource and platform that gives customers access to purchasing information and cars from a number of luxury brands.

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Dubbed SHOP, the platform was developed in collaboration with Detroit Trading. With this move, The Drive is joining a rising trend of editorial publications dipping their toes into commercial transactions in addition to media.

"This new partnership serves two key objectives: It enables our audience to learn more about vehicles being featured editorially on TheDrive.com and it connects our advertising partners with interested potential buyers during the critical shopping phase," said Edouard Portelet, senior vice president and general manager of Time Inc.'s **The Foundry**, New York.

"We're excited to add this targeted advertising solution to The Drive's portfolio, and partnering with Detroit Trading was a great fit given its wealth of experience and innovation in the auto shopping arena."

Ecommerce and editorial

Thanks to the rise of digital, the various channels through which customers consume media have begun to intermingle in interesting ways.

With everything going through digital, there are more opportunities for marketing to cross over with commerce, such as with call-to-action digital ads, editorial to cross over with marketing, such as with sponsored content, and finally for editorial to cross over with commerce.

Shop The Drive™

Tools to help you design, research and find the right car for you.



The Drive's SHOP platform

This last move has been growing in popularity as more publications are taking a stronger stance on ecommerce by offering in-house portals to search for and purchase products. This is especially popular for specialty publications that focus on a specific retail area.

The Drive, Time's auto-themed publication, is the latest to ride this trend, thanks to the introduction of the SHOP platform, an ecommerce resource for The Drive's readers that lets them search for product info and puts them in touch with sellers.

Among the cars available are some of the biggest luxury names in auto, from Aston Martin to Rolls-Royce.

Not only does the platform allow customers to browse data and products, it also lets them track their quote requests and list their desired car's perfect specs and be recommended vehicles for sale that match the criteria.

Cross over commerce

This move is coming at a time when the auto industry is increasingly strengthening its digital options.

While few people will buy a car online without at least seeing it in person, digital channels have allowed for far more efficient searching and set ups for potential car buys.

The Drive is hoping to take advantage of this growing trend with its new platform.

But The Drive is not the only publication taking this route. Elle Dcor recently began hosting its own ecommerce platform from its Web site for similar reasons.

Elle Dcor introduced two new services to its digital presence with Elle Dcor Shopping and Elle Dcor Designer Directory, signaling a shift toward a hybrid media-commerce model.

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smart

2017 Smart fortwo pure 2dr Hatchback

\$14,650 msrp*

DETAILS

CONTACT DEALER



Customers can contact dealers directly through the site

The first allows for dedicated ecommerce through the publication's Web site and the second provides a directory of designers and home dcor specialists for users to browse through and contact. The shopping component will be a partnership with Dering Hall, whose products can be purchased through Elle Dcor ([see story](#)).

The Drive is riding the same trend. By bringing shopping abilities to its readers, the publication is bridging the gap between media and retail.

"We worked closely with management and brand leadership from Time Inc. and The Drive to develop an industry-

leading automotive portal for its audience," said Pete Bonner, co-founder and executive vice president of **Detroit Trading**, Detroit, Michigan. "We feel this new online resource, combined with real-time phone support from our Detroit-based segment specialists, will make the process of shopping for a new vehicle responsive, informative and, most importantly, fun.

"We work on a lot of cutting-edge projects at Detroit Trading, but we're especially thrilled to be part of the exciting things happening at Time Inc. and The Drive."

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