

Abstract

Overview of DWSP changes to be incorporated for introducing widget load on Dealer websites for both New as well as pre-Owned vehicles. Suggested implementation on Dealer Website Vehicle Listing and Vehicle Details Pages .

E-Shop Widget Implementation Specifications - deeplinking

DWSP Reference Document

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# INTRODUCTION

This document is intended to describe the process to embed a script in the third-party application/website in Production for a seamless of in-widget experience of E-Shop platform for both New as well as Pre-Owned (Used) vehicles. Upon embedding the code, the user will be able to access the E-Shop application via the default CTAs or Dealer managed CTAs.

# Tag for Vehicles

If vehicle type is New, this tag is to be inserted as part of the CTA specified for EShop Widget – ones with “Express Online Purchase” or “Payment Options”. Upon embedding the script and clicking on the EShop CTA on the application/web page, the component would open as a popup.

DWSP to manage the CTA (UI) and embed the script within the desired CTA in case default CTA is not required.

Parameters to pass:

* vin\* = Vin Number
* dealercode \* = Dealer Code
* vehicle\_type = New OR Used
* defbutton (On/off)
* ‘On’ – Default CTAs will be displayed which are managed by E-Shop
* ‘Off’ – Dealer/DWSP shall manage the CTA (UI) and include the E-Shop script in this Div/CTA for the ‘on click’ event.
* If this parameter is not passed it will be considered as ‘On’ and E-Shop default CTAs shall be displayed.

\* **Indicates mandatory parameter**

**Note :- defbutton will not be support for DDC dealers.**

Example Usage: Following way we should defined tag.

Following option is stands for display with default CTAs.

<app-root vin="1C4PJXEN6RW111111" dealercode="99999" vehicle\_type="New" defbutton="on"></app-root>

<app-root vin="1C4PJXEN6RW222222" dealercode="99999" vehicle\_type="used" defbutton=”off”> <app-root>

Following option is stands for hidden default CTAs

**Dealer can invoke the script by including it as an’on click’ event as described below:**

**Structure:**

<button onclick="document.getElementById('VIN\_primaryCTA').click();"></button>

Example

<button onclick="document.getElementById('1C4PJXEN6RW222222\_primaryCTA').click();"></button>

**OR**

<img src=”” onclick="document.getElementById('VIN\_ testDrive’).click();" />

Example:

<img src=”” onclick="document.getElementById('1C4PJXEN6RW222222\_ testDrive’).click();" />

Dealer needs to enable secondary CTAs (Deeplinks to other pages within widget) by mentioning the page in the ‘on click’ event parameters as indicated below:

document.getElementById('1C4PJXEN6RW222222\_primaryCTA’).click();

document.getElementById('1C4PJXEN6RW222222\_testDrive’).click();

document.getElementById('1C4PJXEN6RW222222\_tradeIn’).click();

document.getElementById('1C4PJXEN6RW222222\_creditApply’).click();

document.getElementById('1C4PJXEN6RW222222\_reserveNow’).click();

Secondary button deep linking will work only if secondary button enabled from DAT side.

# Script inclusion for UAT application/DWSP Stage environment:

The following script must be embedded on the UAT environment:

Non-DDC websites:

<script src=” https://stage-dealeradmin.eshopdemo.net/js/app-element-redesign-stage.js” ></script>

A screenshot of a payment options

AI-generated content may be incorrect.

# Script inclusion for Production Environment:

The following script must be embedded on the Prod environment:

Non-DDC websites

<script src=” https://dealeradmin.drivefca.com/js/app-element-redesign-prod.js” ></script>

NOTE:

1. Dealers who would like E-Shop CTA to be managed by the script need not change their current implementation.
2. If the defbutton flag is off, then all of the EShop CTAs will have to be managed by DWSP and if it is on, all CTAs will be managed by EShop script.
3. Defbutton feature will not be support for DDC dealers.