

BE SEEN WHERE ONLINE SHOPPERS ARE SEARCHING.

ACHIEVE A BALANCED AND INTEGRATED DIGITAL STRATEGY WITH HIGHLY-VISIBLE NATIVE DISPLAY ADVERTISING.

Prominently showcase your relevant inventory and build brand awareness while shoppers are searching. Drive traffic to your site and activity to your listings.

EVOLUTION OF ALPHA:

Relevancy

Now serving up more relevant vehicle recommendations to shoppers than before, leading to more clicks and more VDPs

Updated design

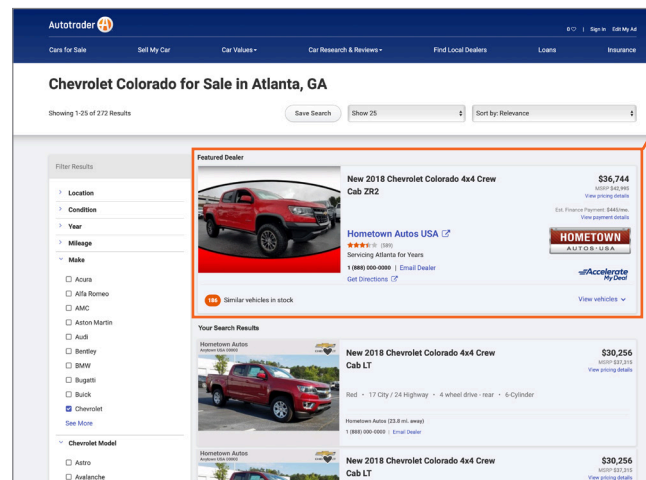
More focused on value event creation which includes Digital Retailing and Payments

Inline

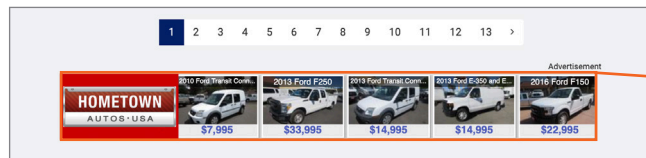
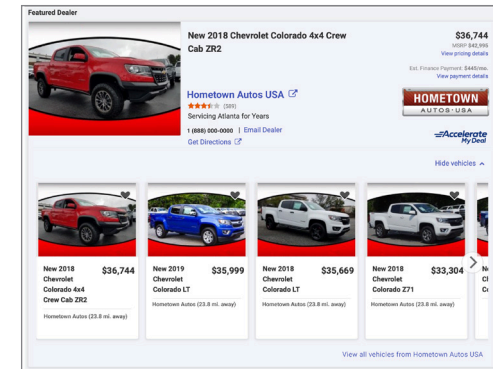
The redesigned Super Spotlight has a better placement for improved engagement.

Seamless Experience

The Alpha experience is consistent across mobile and desktop



With **Super Spotlight**, your vehicles are placed before any other listings at the top of the search results page.



Alpha Liner repeats your dealership's name and branding along with inventory matching the shopper's criteria at the bottom of the SRP

All of these changes have helped lead to YoY performance improvements with **VDP CONVERSIONS UP 50%*** / **TOTAL VALUE EVENTS UP 115%*** / **LEADS WITHIN ALPHA UP 150%***



Visit b2b.autotrader.com for more information.

*Source: Live site data over six weeks