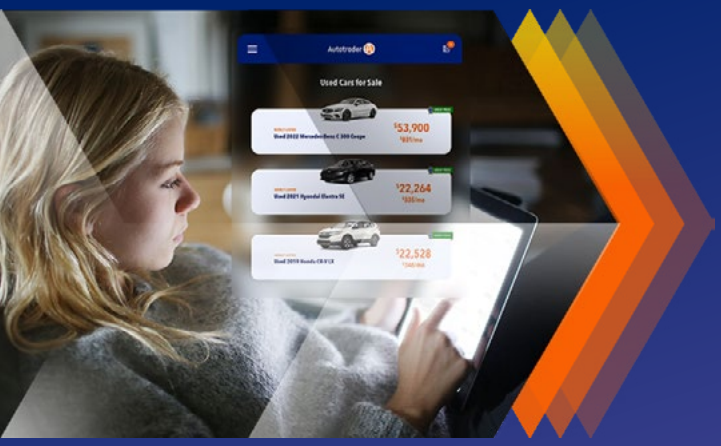
Autotrader



The Difference Better Leads and Higher Profits Can Make for Your Dealership:

Experience that moment when you close more leads with 36% more profit.



Meeting the New Automotive Consumer and Delivering the Digital Promise

Today's consumers aren't simply purchasing online–they're completing more purchase steps digitally, comparing payment options and engaging with your competitors in a matter of minutes. And although you may feel like you have no time to play catch-up, **the good news is today's automotive marketing solutions can fast-track your business**. The online digitization of the automotive industry has been proven to not only benefit car shoppers – but make it easier, faster and more profitable for retailers (like YOU!) as well.



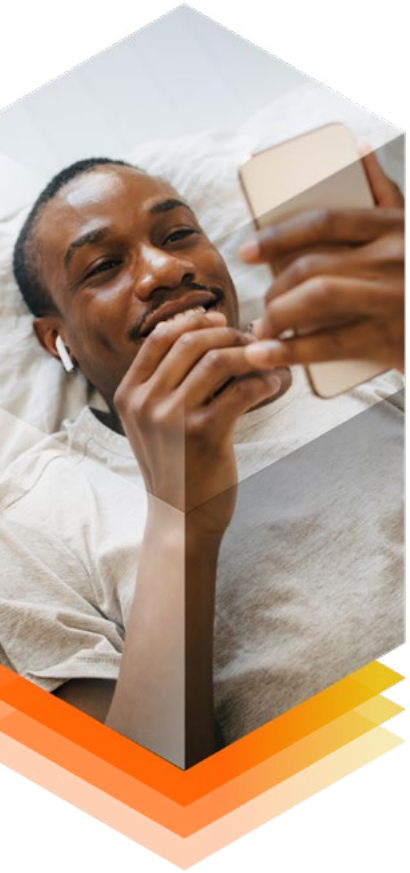
"We're continuously strengthening our retail marketplace and best-in-class consumer experience to make it easier to buy and sell cars online."

– **Jessica Stafford**, SVP of Consumer Solutions at Autotrader and Kelley Blue Book

At Autotrader, we never stop innovating and optimizing our solutions to create the digital, consumer-first experience that benefits your dealership's bottom line. As the foremost authority on automotive consumer insights, and experts in online and mobile marketing, we're making the car shopping experience easy and fun for today's empowered car shopper looking to find the perfect new, used or Certified Pre-Owned car, whether virtually, in-store, or anywhere in between.

Autotrader was built and designed around one goal 25 years ago and we're still delivering on it today: to create engaging and personalized shopping experiences that make it easy to buy and sell cars online. When you use Autotrader, your digital marketing solutions are powered by Cox Automotive's first-party shopper data and AI-driven insights to get your inventory in front of the right shoppers at the right time.

It's 2024. Let the competition play catch up to you…you've got Autotrader in your corner.



When You Tap into a Marketplace That Connects You With Actual Car Buyers

More leads don't equal more conversions and quantity doesn't beat quality. Autotrader offers the best-connected automotive digital marketing and deal-making solutions in the industry. In fact, according to a recent study, Autotrader connects dealers to more actual, ready-to-buy shoppers than any other third-party listing site.[1]

29M+ unique visitors per month[1]

64% of shoppers visit to research, discover, price and start the car buying process[2]

42% of leads are enhanced leads with purchase steps[3]



Backed by Cox Automotive's vast connected first-party shopper data, **Autotrader drives nearly twice as many vehicle purchasers to dealerships than any other third-party listing site**.[2] So, you'll not only have access to the largest audience of in-market shoppers, but you'll be also able to target and retarget the right shoppers at the right time through our data-powered marketing solutions.

#1 online marketplace for active and engaged car shoppers.[1]

"The quality of leads Autotrader provides is second to none."

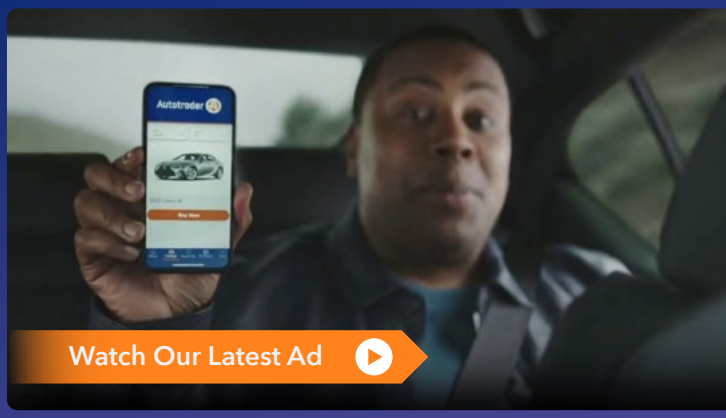
– Cade Rivard, GM at Rivard Buick GMC

According to the most recent Car Buyer Journey Study from Cox Automotive,

Autotrader was considered the most influential third-party listing site for helping buyers decide where to purchase.

[1] Comscore data, avg. Autotrader and KBB.com traffic combined, January to August 2023.
[2] 2023 Cox Automotive Car Buyer Journey research
[3] Webactivity pixall value events across Autotrader and KBB.com, July – Dec. avg.

Continuously Driving Awareness and Consideration – One 'LOL' at a Time!



Kenan Thompson is back in the driver's seat in Autotrader's largest advertising campaign yet! The campaign focuses on Autotrader's extensive inventory and the personalized shopping experience we know today's consumers want and prefer.

The best part? The campaign continues to drive awareness and consideration of your vehicles on Autotrader. Here's how, with the help of Kenan and other consumer campaigns like this, Autotrader is helping pull in shoppers to benefit you:

We're reaching the next generation of car buyers aged 18–49 with **Gen Z** and **Millennial** audiences being the sweet spot. Capturing their attention means more eyes and interest on your Autotrader listings.

Consumers will see Autotrader's latest campaign during their favorite sporting events, reality TV show, Spotify, TikTok, Instagram and more!





When Quality Leads Drive Profitability You Can Truly Measure

Autotrader not only drives higher quality leads right to your dealership, **we crush the competition when it comes to delivering you real results**. With our digital marketing solutions, you're in prime position to meet the needs of today's car buyers while seeing true digital advertising ROI.

Autotrader vs. Everyone Else

39%
Higher Close Rate[1]

15%
More Vehicle Sales[1]

36%
Higher Gross Profit Per Lead[1]

Second to None

As any competitive automotive dealer knows, effective marketing takes the right combination of messaging, smart data and proficient timing. Autotrader never stops fine-tuning this combination in order to provide your dealership access to higher quality, ready-to-buy leads, driving them to your inventory.



[1] VINSolutions data, Jan ' 23 - Jul '23 avg., Autotrader and Kelley Blue Book combined

When Expertise and Insights Meet Action



Having the Right Partner Helps You Get More Deals Done

Winning in today's market takes a more connected plan than it used to: it takes strategy, skill and a lot of support from the right partner. With Autotrader by your side, you're not only tapping into the most engaged audience of in-market car shoppers and the best-connected digital marketing solutions in the industry, your gaining access to the expertise your Autotrader rep has to offer. Access to immense industry knowledge like this can be powerful, especially when evaluating your new or ongoing digital marketing strategies as the market changes. Simply put, it helps to have a dedicated partner in your corner who works just as hard as you do to maximize your investment.

"

No one brings as much to the table as our Autotrader rep."

– **Matt Lannie**, GM Bill Holt Canton and Glue Ridge



Rated #1

in Client Satisfaction With Consultation[1]

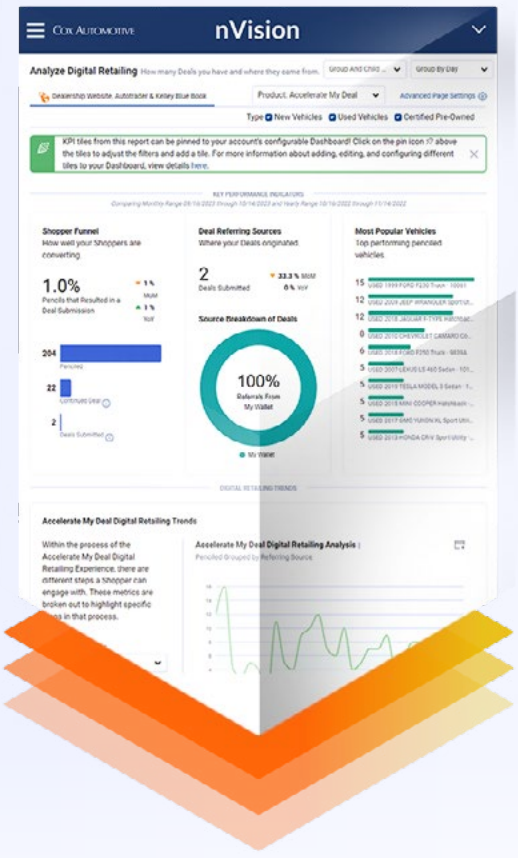
Leveraging professional industry knowledge, along with exclusive DMA, audience and inventory data, your Autotrader rep will craft the right digital marketing strategy to help you get more deals done.

[1] Cox Automotive 2021 Brand Health Report

When You Can See the Whole Picture, You Can Plan Confidently

Get the insight into the shopping behaviors that lead to sales so you can improve targeting and optimize your marketing dollars. **nVision is the only marketing performance hub that not only provides clear-cut sales attribution, it provides the power to analyze, forecast and plan an optimal end-to-end dealer marketing strategy**.

Powered by Cox Automotive proprietary data, nVision simplifies and boils down the complex story of the impact that Autotrader and Kelley Blue Book have had on a consumer's online journey a powerful indicator of purchase intention. In nVision you can see a unified view of your digital marketing in one place, so you can quickly improve both your short- and long-term results, as well as get online marketing performance recommendations across all of your channels.



Introducing nVision, Cox Automotive's exclusive digital marketing performance dashboard included in all Autotrader listings packages – giving our dealer partners the ability to see just how their marketing investment is translating to actual sales.

Explore Available Reports

[1] Based on Cox Automotive 2021 Brand Health Report

When Connecting Digital Retailing Solutions Translates Into Faster, More Profitable Sales

With more and more of the deal becoming digital, it's making the car buying experience faster and more personal for your buyers. (At least it should be). If this hasn't been your experience, chances are, your buyers will go looking for a smoother, easier experience somewhere else—and quickly! In a recent study, 90% of dealers surveyed claimed digital retailing had positively impacted at least one area of their business. **Having access to digital and virtual resources is no longer a 'nice to have', it's a "need to have"**.

90%

of dealers claimed automotive digital retailing had positively impacted at least one area of their business[1]

Activating Autotrader's tiered digital retailing experiences is controlled by your dealership's retailing preferences. Unlocking each solution level pulls shoppers deeper into the purchase funnel to drive faster, smoother and profitable deals.

LEVEL 1

Kelley Blue Book® My Wallet

Provides shoppers with budget guidance and generates personalized payment information as they shop for a vehicle (Included in all listings packages).

LEVEL 2

Cox Automotive Credit Application

Allows shoppers to apply for credit and get pre-qualified straight from your listings.

LEVEL 3

Accelerate My Deal

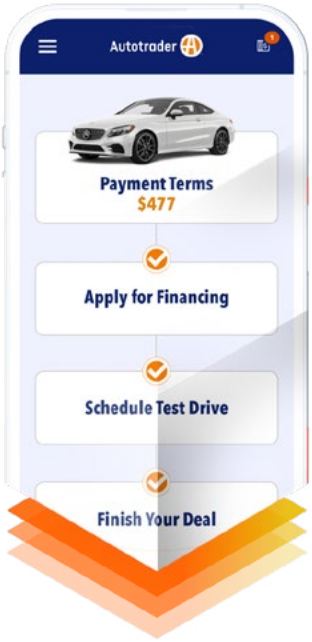
Makes it easy for shoppers to start the car buying process online before going to your showroom.

LEVEL 4

Shopper Connect

Drives transaction-ready shoppers to your dealership's online eCommerce experience.

Explore Digital Retailing Solutions



Accelerate My Deal leads close

48% faster with $213 higher gross profit per deal[2]

[1] Key findings from the Cox Automotive 2023 Digitization of Car Buying Study
[2] Days from lead creation to sale comparison versus other internet leads. Data sourced from VinSolutions CRM dealers from Jan to June 2023.



When You Maximize Your Exposure On And Offsite with Display Advertising Solutions

Ready to make the strongest impact yet on the people that are ready to buy? With smart display advertising solutions, your inventory will surface to the right buyers at the right time to always keep your cars top-of-mind.

New Car Boost

Promotes your relevant new-car inventory within shoppers' used car search results, based on similar monthly payments.

Targeted Display

Keeps the focus on your dealership with access to more premium ad placements across Autotrader and KBB.com's desktop and mobile experiences.

Advanced Ads Premium

Retargets Autotrader and KBB.com shoppers who viewed your inventory across premium websites and social platforms and drives them back to your VDP.

Alpha Elite

These ads blend seamlessly into the Autotrader and KBB.com search experience with native advertising content that integrates your dealership's branding and inventory into the results.



Dealers utilizing Advanced Ads are seeing an incremental increase of

85% **CTR lift**

and

5% **more leads per month**[1]

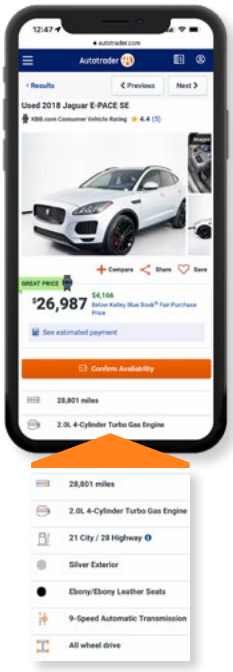
Discover Display Advertising Solutions

[1] Cox Automotive Supply and Demand Power BI report, January - August 2023

Always Innovating and Modernizing Your Business

When you create a more personalized shopping and buying experience for today's consumers, you end up with more sales-ready leads for your sales team. It's a win-win! At Autotrader, we're constantly innovating our consumer experience to attract and retain more qualified, ready-to-buy shoppers and deliver higher-quality leads that close.

Here's what's brand new for 2024:



Modernized Search and Streamlined Shopping

To help shoppers make their vehicle selections and move forward in their car-buying journey, Autotrader is streamlining the shopping experience with a simplified results page as well as personalizing the journey by highlighting shoppers' previous searches.

Total time spent by consumers researching and shopping is down to

13:31[1]

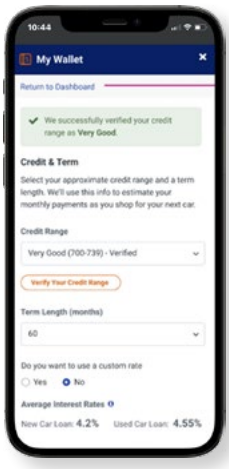
51%

of car shoppers are considering buying an EV within the next 12 months[1]

EV Awareness and Education

As electric and hybrid vehicles continue to increase in popularity with consumers, Autotrader will better highlight EV/hybrid vehicles within the SRP as well as provide more context and key details for EV/hybrid-related features to improve overall awareness and education amongst consumers.





Kelley Blue Book® My Wallet Enhancements

To lead more shoppers successfully through the early stages of the shopping funnel and into the buying funnel, Autotrader is adding new features to Kelley Blue Book® My Wallet, including Payoff Quote, Credit Verification and Lease Configuration tools, which will allow shoppers to get more personalized, accurate payment and price information, resulting in richer sales-ready leads for dealers.

Every month, over

4 million

unique shoppers use Kelley Blue Book® My Wallet to help them find a vehicle within their budget and determine their estimated monthly payment.[2]

[1] 2023 Cox Automotive Car Buyer Journey
[2] Autotrader and KBB.com Google Analytics January - August 2023

Autotrader



When You Have the Power of One Connected Marketplace

Cox Automotive: Providing a Clearer Picture of the Automotive Shopper

Cox Automotive has the most connected and comprehensive view of the automotive industry and offers **unmatched data and insights** into consumer behavior, automotive trends and operational best practices. And this power can be yours when you're an Autotrader Dealer Partner.

Each year we host a staggering

2.3 billion

online visits, manage

80 million

leads and sift through

2.9 trillion

consumer insights.[1]

How are we able to understand the marketplace so effectively?

Over two-thirds of automotive shoppers choose our sites to research, discover the right car, figure out pricing, and start the buying process. That's roughly over 29 million unique shoppers a month on Autotrader and KBB.com. And every time they visit, we capture their Buying Signals which includes their search habits, research topics, currently owned vehicles, and a lot more. This gives us a clearer picture of who the consumer is at that second, which allows for real-time optimizations that can boost your dealership's marketing performance.

The size of **Cox Automotive's ecosystem enables us to gather billions of data points based on user activities**. Each point is like a digital camera's pixel. All these data points come together to produce a crisp, clear, high-definition view of what your customer is doing. In other words, our camera offers you more megapixels. Since our ecosystem is built on first-party data, we can continue to provide you with the clearest picture of where your customer is in their shopping journey, despite the recent browser changes and privacy updates.

[1] 2022 Cox Automotive DRiVEQ Data

When You Integrate Autotrader With Other Cox Automotive Solutions

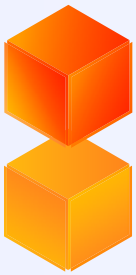
Autotrader and Cox Automotive's innovative solutions work even better together.

When you combine the power of our best-in-class technology solutions, you can create even more engaging, personalized digital experiences for today's auto shoppers that convert more, capture demand and drive ready-to-buy shoppers to you to close the sale.



Autotrader + vAuto ProfitTime GPS

Dealers with Autotrader + vAuto's ProfitTime® GPS see a 17% increase in VDPs[1]



Autotrader + vAuto Provision & SnapLot 360

Dealers with Autotrader + vAuto's Provision and Snaplot 360 see a 34% increase in VDPs[3]



Autotrader + Kelley Blue Book + Dealer.com

31% of consumers cross-shop across Autotrader, KBB.com and Dealer.com,[2] generating 3.9 billion VDP views[4]

[1] Cox Automotive data comparing performance between dealers with Autotrader and dealers utilizing both Autotrader and vAuto ProfitTime GPS, July 2023 – July 2024
[2] Cox Automotive Pixall (US dealers only, bots & suspicious visitors removed), January – August 2023
[3] Autotrader data comparing performance between dealers with Autotrader and vAuto Provision and dealers utilizing Autotrader, vAuto Provision and vAuto SnapLot 360, November 2022 – December 2023
[4] Adobe Analytics and Google Analytics Data, Autotrader, Kbb.com and Dealer.com combined. September 2022 – August 2023

Ready to Capture the Moment?

Connect with today's digital consumers and capture higher quality leads by delivering the automotive experience that drives read-to-buy car shoppers further down the purchase path.

Get the Autotrader Edge

Autotrader