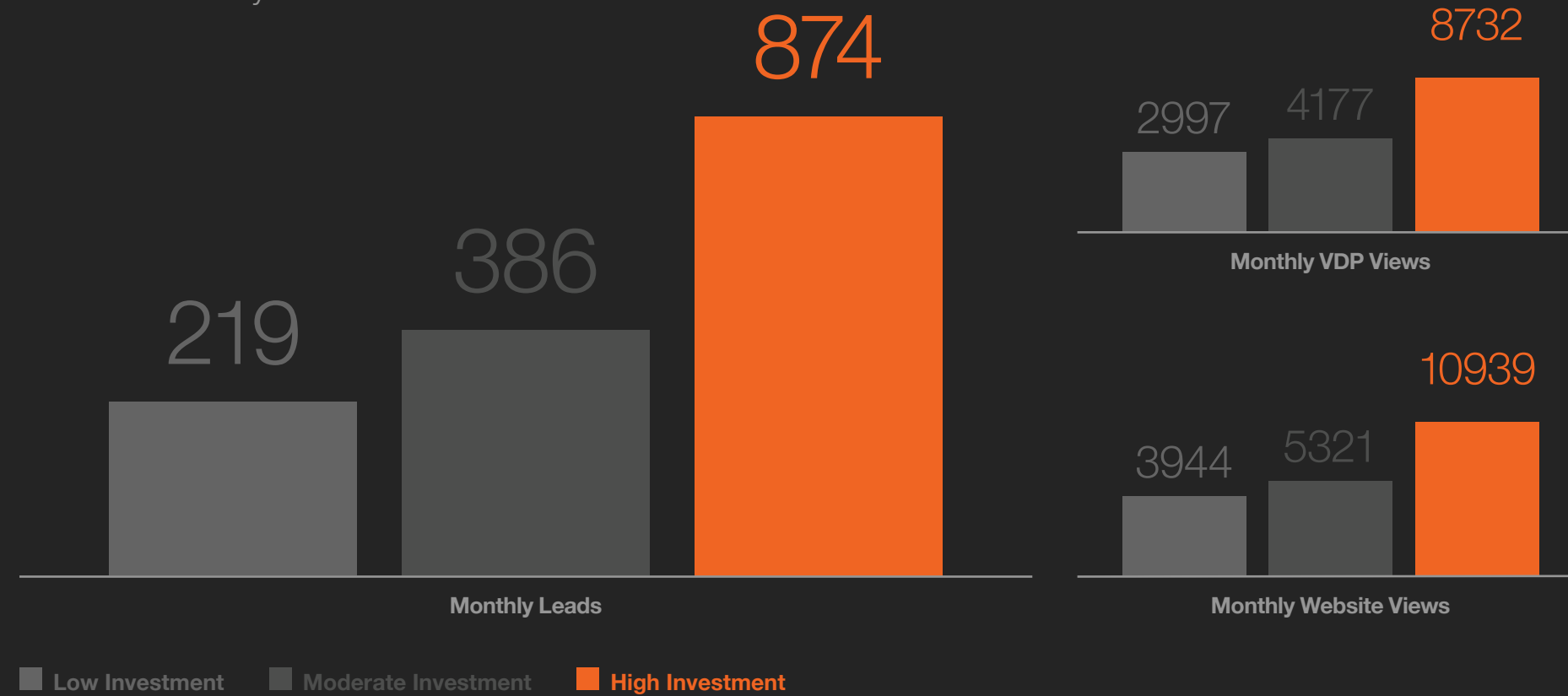


DEALER.COM ADVERTISING BY THE NUMBERS:

THE VALUE OF PAID SEARCH

Because Paid Search campaigns are designed to capture existing demand, investment yields exponential lift in site visits, VDP views and leads.

Performance by Investment Level



Strategies for Success:

Invest for your particular market.

Partner with a Dealer.com analyst to study existing demand in your market, and fully fund paid search campaigns accordingly.

Customize your strategy.

Review your inventory and sales goals in order to align campaigns to help you achieve your goals.

Source: December performance 2015 study of all Dealer.com advertisers. Underinvested denotes less than \$1k per month; Moderate investment denotes to \$1-3k per month; Full investment denotes more than \$3k per month. Monthly visits, leads, VDPs are averaged across all dealerships.