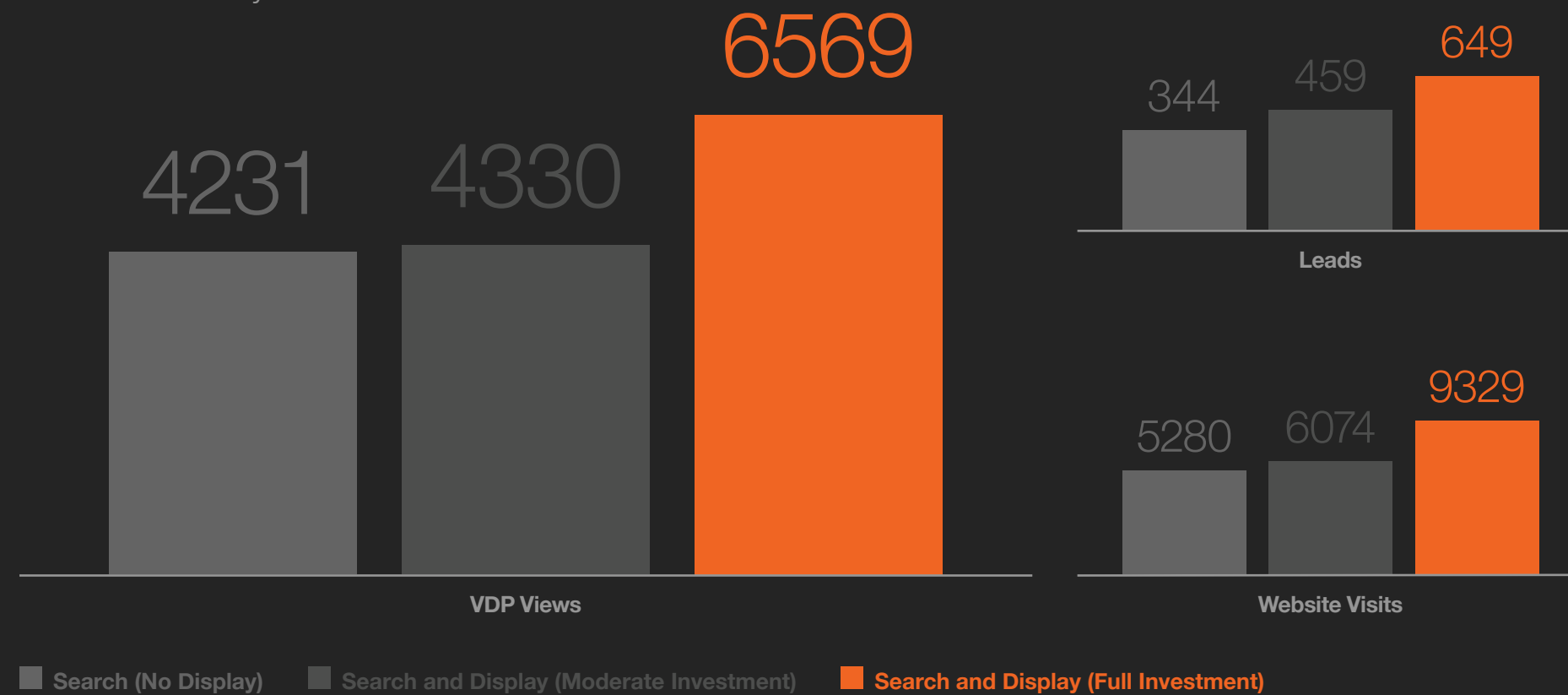


DEALER.COM ADVERTISING BY THE NUMBERS:

THE VALUE OF DISPLAY

Display helps you generate more overall website traffic, deepening your pool of potential customers. When coupled with a search strategy, this creates an optimal portfolio for both visits and leads.

Performance by Investment Level



Strategies for Success:

Target to engage, not just to convert.

Display ads help fill your sales funnel. Use them to generate broad awareness of the inventory you need to move.

Leverage OEM programs.

Campaigns can align directly with manufacturer branding and promotions, and are often co-op eligible, making them a no-brainer.

Source: December performance 2015 study of all Dealer.com advertisers. Moderate investment denotes less than \$1.5k per month; Full investment denotes more than \$1.5k per month. Monthly visits, leads, VDPs are averaged across all dealerships.