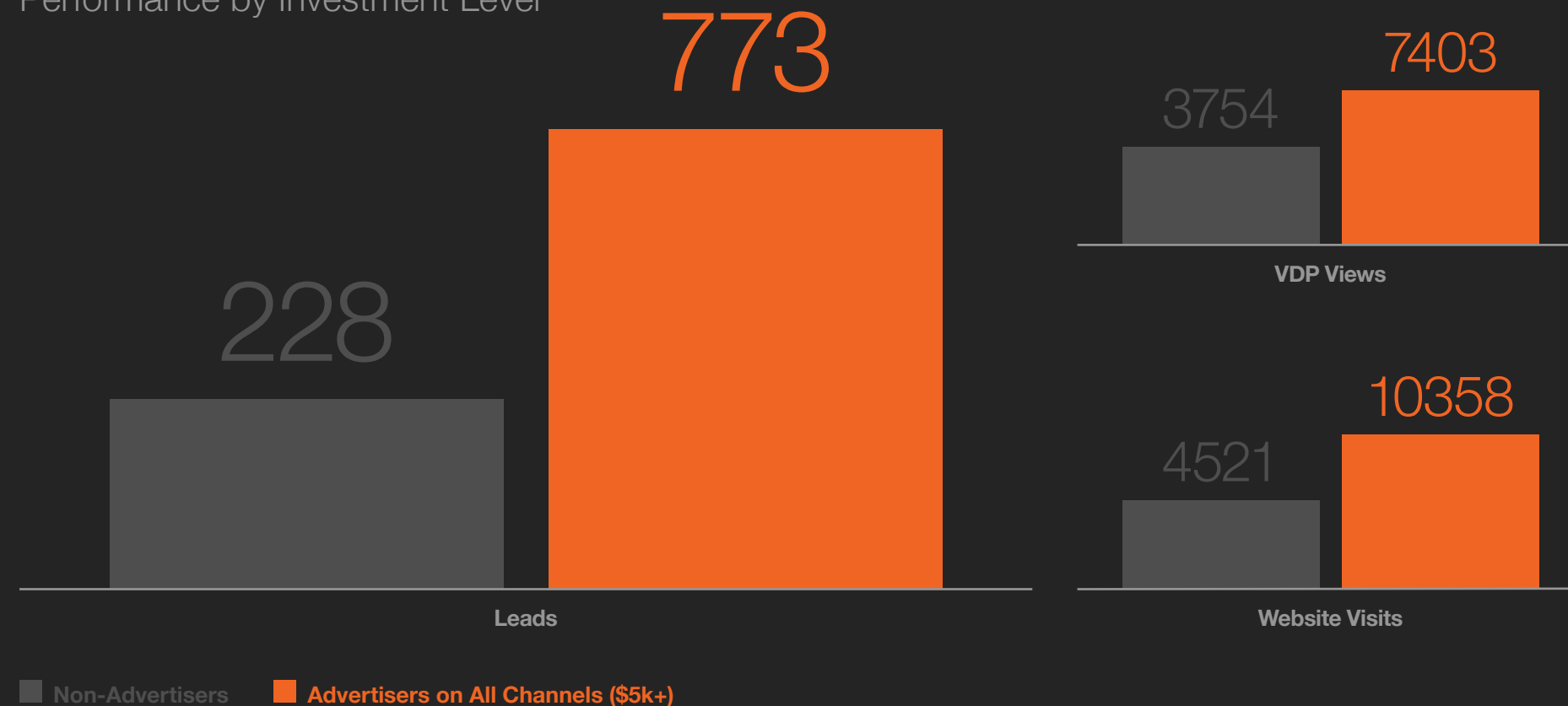


DEALER.COM ADVERTISING BY THE NUMBERS:

# THE POWER OF PORTFOLIO

Compared to non-advertisers, dealers who invest in this combined search and display strategy dramatically increase their qualified traffic, inventory page views, and leads.

Performance by Investment Level



Strategies for Success:

Paid search and retargeting campaigns should be the cornerstone of your portfolio.

These channels target consumers who have expressed interest in your specific inventory or services.

Generate new demand, and extend your overall reach, with display.

These campaigns can be structured to target the consumers most likely to engage with your brand, inventory and specials. Together with paid search and retargeting, this strategy allows you to increase leads and sales by simultaneously converting likely buyers and attracting new prospects.

Source: December performance 2015 study of all Dealer.com advertisers. Advertisers on all channels are at budgets of \$5k or more a month. Monthly visits, leads, VDPs are averaged across all dealerships.