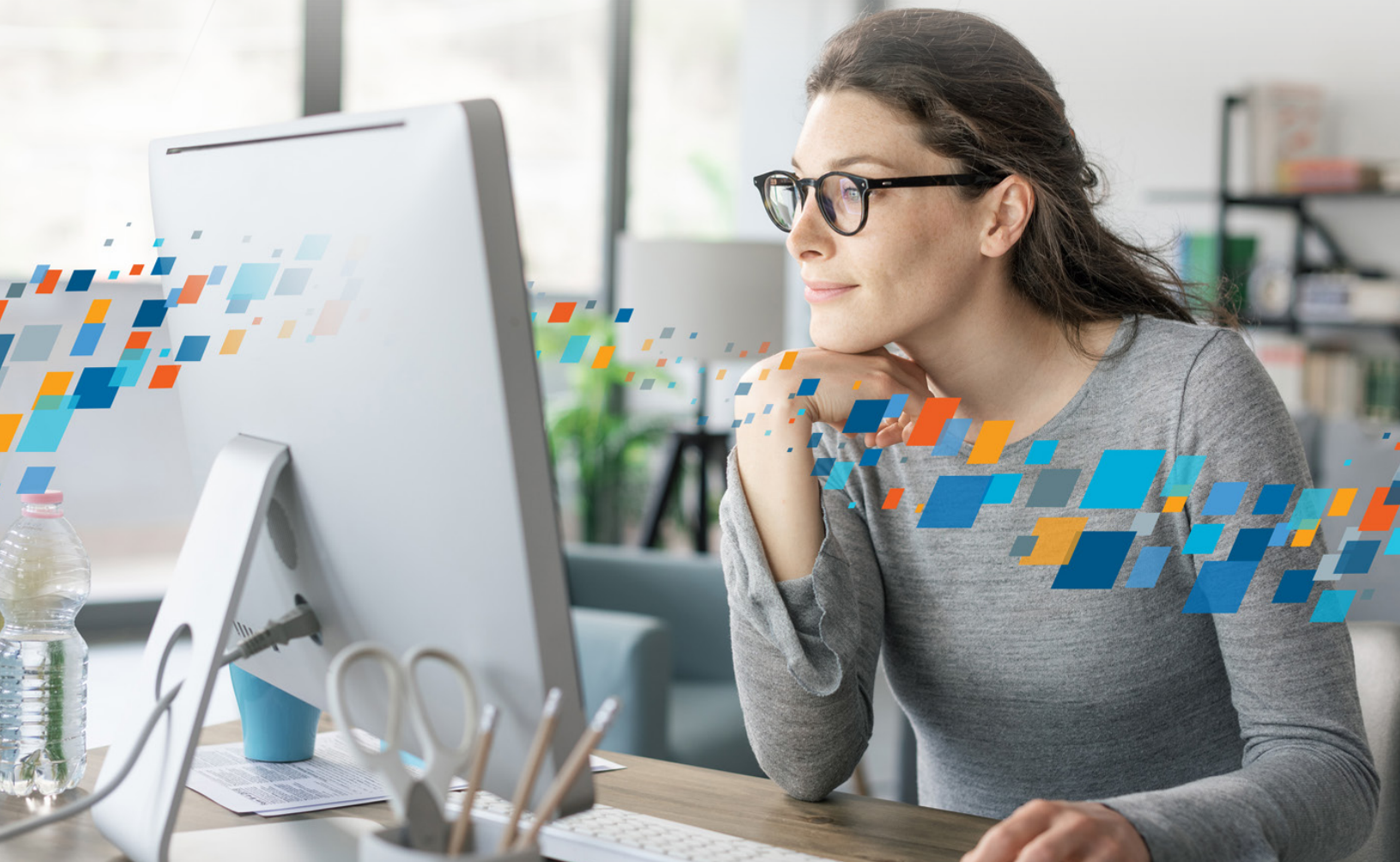


DEALER.COM

Increase Vehicle Inventory with Dealer.com

3 proven ways to source cars and stay profitable



You can overcome supply chain challenges!

The current vehicle inventory shortage is here to stay, at least for a little while. But with the right strategies and technologies, you can lean into lean inventory to source cars and stay profitable.

Specifically, you can use Dealer.com and Cox Automotive data to develop a robust marketing strategy that leverages the following techniques, developed for low inventory times, to acquire more cars:

- Develop personalized advertising
- Expand marketing reach
- Source vehicles through website advertising



In 2022, auto sales are down

18%

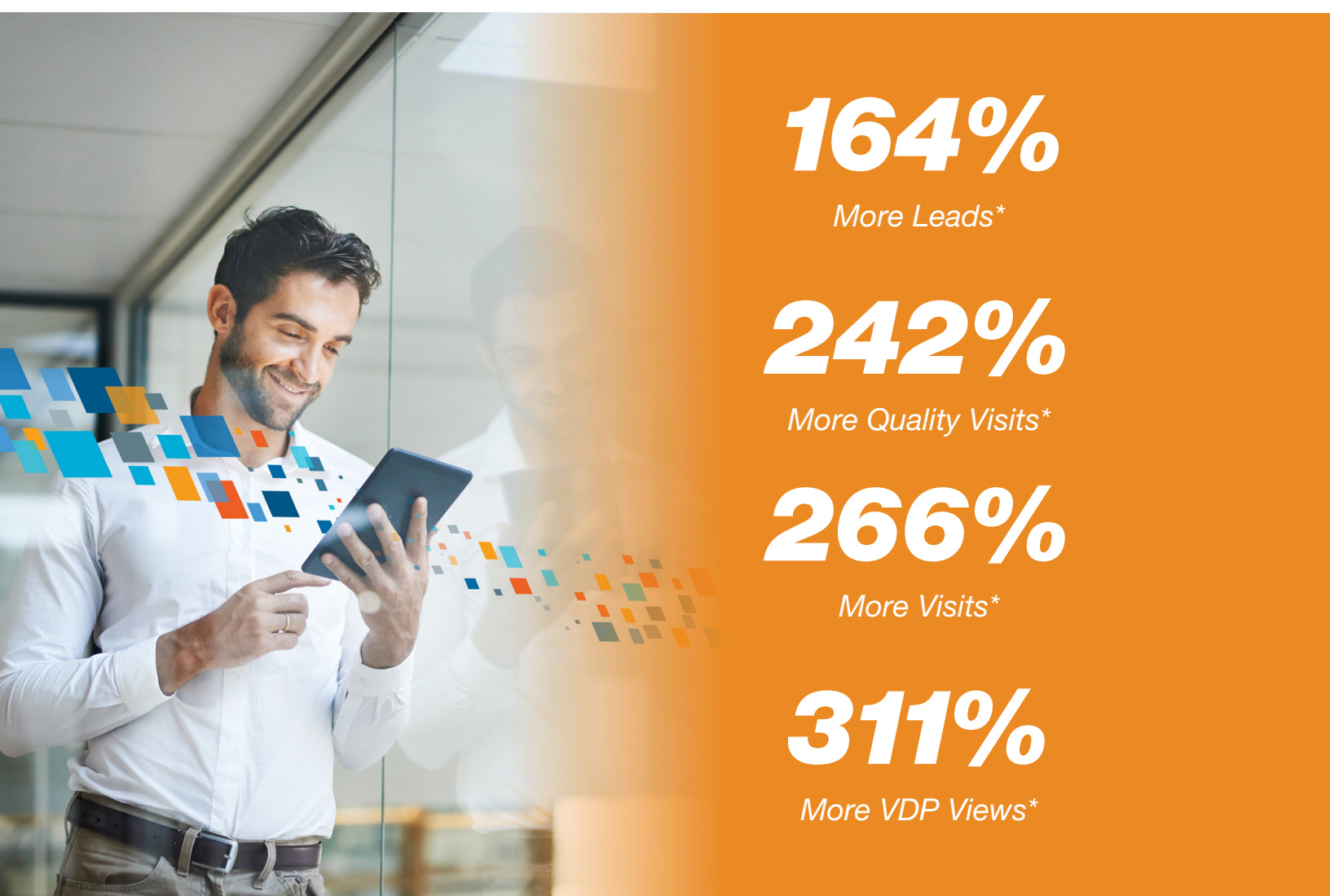
*year over year.**

*Source: <https://www.autonews.com/sales/auto-sales-through-june-down-18-chip-shortage>

Personalize Your Advertising

Use Dealer.com to reach the right consumer with the right message at precisely the right time in their buying journey—in this case, those who may be trade-in ready and those coming off leases.

Instead of scaling back on advertising during periods of lean inventory, shift your approach by selecting new campaign types that focus on inventory acquisition. Use Dealer.com to personalize your approach to advertising. With exclusive first-party consumer intelligence from Cox Automotive, you can target customers and communicate that your dealership is paying top dollar for used cars—and that the purchase or trade-in process will be quick and easy.



164%

*More Leads**

242%

*More Quality Visits**

266%

*More Visits**

311%

*More VDP Views**

*Average performance of 464 Dealers using paid search and retargeting channels vs. 291 using paid search, display, retargeting, Facebook, Video, and SEO. June – November 2020.

Expand Market Reach with Digital Marketing

Use Dealer.com Digital Marketing services to create top-notch advertising content, focused on vehicle acquisition.

When inventory acquisition is your goal, your dealership's marketing reach should grow beyond its normal geographic boundaries. With Dealer.com Managed Marketing Services, you work with a team of automotive marketing experts to custom tailor your dealership's digital marketing strategy to source more vehicles. You get agency quality content and creative services, SEO content focused on inventory acquisition, and social and reputation management to boost your online presence as a great place to trade-in used vehicles.

Your team of Dealer.com digital marketing experts can help you expand your audience to acquire more vehicles, and communicate with potential buyers in a simple, trackable, and professional way.



**Source: Based on a study of 43 franchise dealerships running Premium SEO and Dealer.com Advertising for 12 consecutive months (Jun 2018-May2019). The analysis compared site performance during the 6-month period prior to adopting Premium SEO (Dec 2017-May2018) to the 6-month period after adopting Premium SEO (Dec 2018-May2019).*

Source Vehicles through Your Website

Use your Dealer.com digital storefront to adjust your dealership's website content to take advantage of opportunities to acquire inventory from website visitors.

Add digital banners throughout your Dealer.com website to promote the purchase of used vehicles, especially on your "Schedule Service" landing page. These campaigns tell everyone that your dealership is paying top dollar for used cars—and that the purchase or trade-in process will be quick and easy.

Similarly, use Dealer.com to add digital banners focused on acquiring lease vehicles. Off-leased vehicles make attractive used cars and help build up dealership inventories. You can also easily add car finder pages to your Dealer.com website where customers can proactively request a quote for their trade-in.



*Website visits where shoppers were exposed to personalized content showed a **216%** increase on form submission rate and a **175%** increase in VDP views, and were **4x more likely** to pencil a deal.**

*Statistics based on a Dealer.com study of 524 franchise dealers who subscribed to Experience Optimization over a six-month period beginning January 1, 2020 through June 30, 2020. During the study, website visits where shoppers were exposed to personalized content through Experience Optimization saw increased website engagement and digital retailing activity.

Sync Dealer.com with Cox Automotive Technologies

To succeed in this low-inventory environment, you will need to shift strategies and adopt new processes in all areas of the dealership. Most importantly, you'll need your marketing, sales, service, and operations to all be in sync.

Dealer.com is part of a complete set of Cox Automotive technologies that enable your dealership to connect workflows and leverage first-party transactional data from the world's most trusted consumer automotive solutions.

The automotive industry may be facing serious vehicle inventory challenges, but your dealership can find success with the help of Dealer.com. Employ these proven strategies for acquiring vehicles to outlast current supply chain challenges and keep profits high.

Visit Dealer.com to see how you can source more cars and stay profitable.

