



Three connected solutions = a better dealer and consumer experience.

Autotrader + Kelley Blue Book + Dealer.com: They just click.

DEALER.COM

Autotrader 



Kelley Blue Book





Connect with shoppers every step of the way.

With competition on the rise, limited inventory causing declining consumer loyalty, and shoppers wanting to do more of the purchase process online, it's now more important than ever to stay in front of consumers at each step of their online shopping journey.

But how do you make sure you're breaking through the noise in today's crowded online space and give shoppers the ability to find and purchase your vehicle as quickly as possible?

The answer is to supercharge your digital marketing strategy with the power of connected solutions! In today's market, it's not enough to simply create a website (no matter how good it may be) and hope shoppers will enter your digital front door. You need to drive them there, and when they land on your website you have to make sure they see what they want to see. Easier said than done, right?

With the combined powers of Autotrader, Kelley Blue Book, and Dealer.com you will be ready to break through the noise to reach the right consumer, with the right message, at the right time. And when a better experience for both you and the shopper is connected – **it becomes even more predictive, faster, and personalized.**



Connect with shoppers every step of the way.

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Autotrader, Kelley Blue Book, and Dealer.com are built by our engineers to work harder and smarter together. Let's examine how the power of connected marketing solutions and exclusive Cox Automotive first-party consumer data helps you build stronger relationships, personalize the shopping-to-buying experience, and streamline operations for faster, better deals. Ultimately, when these solutions come together, profits come in.

Are you ready to supercharge your digital marketing strategy with unsurpassed reach and unified products that connect with shoppers every step of the way?



You already know that when you list your inventory on Autotrader, you gain access to the largest audience of ready-to-buy shoppers, the ability to target highly engaged consumers with relevant digital advertising, and the solutions to drive more demand to digital retailing transactions...

...But when you connect those solutions across Autotrader, Kelley Blue Book, and Dealer.com, did you know you'll unlock the ability to drive even more audience traffic to pull in more shopper data? This ultimately leads to a more personalized experience for consumers and better leads for you with the power of connected marketing.

Powers combined. ROI multiplied.



It all starts with having the right data.

You've probably already heard the old adages "garbage in, garbage out" or "you can't make good decisions off of bad data." And we're here to tell you that it's true - not all data is created equal!

Quality data is the backbone of any connected media solution that helps bridge the gap between you and your consumers and it's how you're able to make more personalized connections in the digital world.

At Cox Automotive, the breadth and depth of our first-party data is our superpower. It's what fuels our products and solutions and what connects shoppers, buyers, and everything in between. Data-driven and powered by machine learning and proven by transparent reporting, our predictive technology changes the way our first-party data connects across the full consumer journey and paves the way for more precise targeting, better experiences, and higher-value results.

And with Autotrader, Kelley Blue Book, and Dealer.com, you get access to Cox Automotive's proprietary first-party data that allows you to have insights into consumers' behavior across the web.

Cox Automotive's proprietary first-party data gives you the ability to have a clearer picture of how you can best market to your consumers.

Each month, our consumer properties have

2.5 BILLION
VDP VIEWS

+2 BILLION
SHOPPER SESSIONS

8 BILLION
ADDITIONAL PAGE ENGAGEMENTS

Generating the most actionable data in the industry.¹



It all starts with having the right data.

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63% of automotive shoppers come to Autotrader and KBB.com to research, discover, price, and start the buying process for the right car at the right time, allowing us to collect consumer actions across the Cox Automotive ecosystem.²

Every day, we leverage this raw data and compile detailed insights from these leading businesses and other businesses across the Cox Automotive portfolio to develop unparalleled intelligent solutions for our dealers.

Pairing these data insights from Autotrader, Kelley Blue Book, and Dealer.com, along with innovative digital marketing and retailing solutions, you'll have the ability to create engaging shopping journeys that:

- Effectively target the right consumers with highly accurate insights.
- Drive toward and provide personalized experiences that will stand out.
- Grow trust and confidence with the consumer.
- Connect consumers to a seamless shopping and buying experience.
- Move the car buying process along faster.



Kelley Blue Book

Autotrader 

DEALER.COM 



Make connections that count with the power of connected marketing.

Autotrader + Dealer.com Websites

Here's another way you have the ability to put the power of Cox Automotive's first-party, connected data to work for you... When you list inventory on Autotrader and Kelley Blue Book, you get access to the industry's largest audience of in-market auto shoppers - over **18 million** unique visitors¹ on Autotrader per month and over **16 million**¹ on Kelley Blue Book to be exact. And taking it a step further, we help connect ready-to-buy shoppers with Dealer.com sites which host over **74 million** unique visitors² each month.

Dealer.com websites are then able to tap into this exclusive shopper data passed through from Autotrader and Kelley Blue Book to serve personalized inventory content, incentive-based specials, and additional recommendations in real-time, **creating an engaging and personalized digital experience.**



For example, if a consumer is shopping on Autotrader for Honda Accords within a certain price and mileage range and they land on your vehicle listing, from there, they can click through to your Dealer.com website where the homepage will automatically display vehicles that match, or are similar to the Autotrader search criteria. Not only that, but you can also feature incentive-based specials for the Accord that the consumer just showed interest in when they were shopping on Autotrader.

By simply delivering consistent information and messaging across your listings and website, you establish trust and transparency with this consumer - **which is more likely to convert to sales.**

When you improve your messaging and target your content based on what data has shown you consumers want, need, and prefer, that's when the true connection happens. ROI improves, engagement skyrockets, consumer loyalty increases, and you've successfully fast-tracked the consumer into the sales funnel.

Make connections that count with the power of connected marketing.

Autotrader + Dealer.com Advertising

With first-party data and access to the largest network of in-market auto shoppers from Autotrader, Kelley Blue Book, and Dealer.com, you have a huge advantage when it comes to personalizing your content and ads.

By leveraging a continuous flow of relevant consumer insights and behavioral data to achieve the highest level of precision targeting, you're able to reach the right consumer with the right message at the right time.

And by targeting in-market shoppers with relevant inventory – including display, social channels, and connected video—it's not a far drive back to your website or listings where you can **jump-start the deal** with industry-leading digital retailing tools.



Content in marketing has demonstrated it influences vehicle choice:

69%

of new car buyers who changed their mind during shopping cited content as the most important factor for learning about other brands and vehicles.¹

59%

of new-vehicle shoppers believe targeted marketing could lead to discovering a vehicle that's best suited for them.²

Unleash the full potential of your digital retailing.

In today's digital world, it probably doesn't come as a shock that there is continued growth in consumer preference for completing most, or all, of the auto purchase experience online with the dealer or retailer and they are still indicating that they want to do even more online in the future.

68% of shoppers say they would do most, or all of their purchase process online in the future, which is higher than ever before and **4-in-5 consumers** think it's a good or great idea to buy entirely online.

As consumer preferences for digital interactions and transactions evolve, dealers are equipped to meet every individual's unique path to purchase with our advanced suite of solutions.

Autotrader, Kelley Blue Book, and Dealer.com drive audience traffic, which pulls in more shopper data, leading to more personalized experiences and better leads. Our solutions seamlessly integrate exclusive consumer behavior data, allowing dealers to anticipate and deliver an individualized buying experience for any consumer, shopping anyway, from anywhere.

This means an end-to-end digital interaction or a solution that starts the purchase online and smoothly transfers it to in-store, or anywhere in between. When you combine those capabilities across sites, you get unparalleled visibility into today's shoppers and their complete path to purchase, from search to sold.



68%

of consumers will complete most of the purchase process online¹

80%

think it's a good or great idea to buy entirely online¹

44%

plan to look only on websites that allow them to complete desired vehicle steps online¹

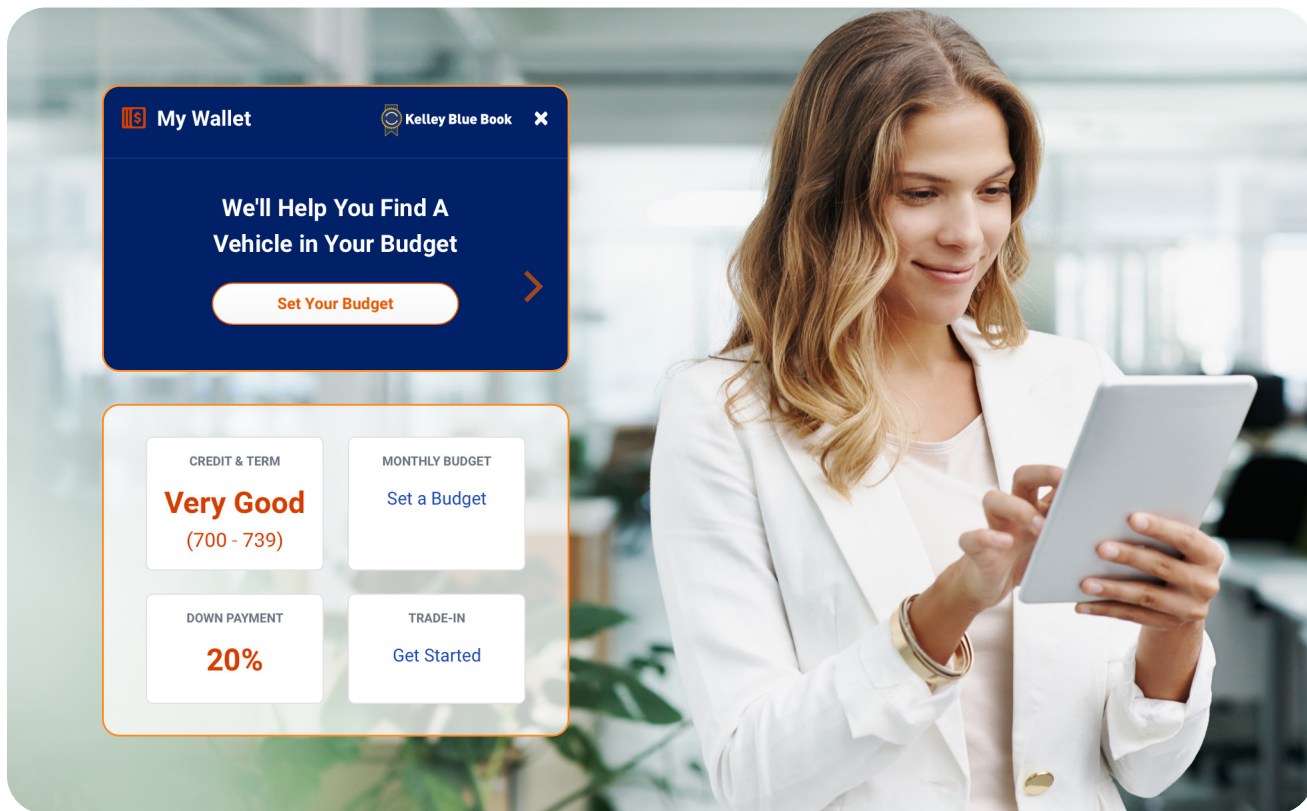
Unleash the full potential of your digital retailing. *// continued //*

Get Quality Leads that Convert

Build trust and transparency, improving the shopping-to-buying journey, and drive more quality connections between buyers and sellers with **Kelley Blue Book My Wallet** across Autotrader and Dealer.com.

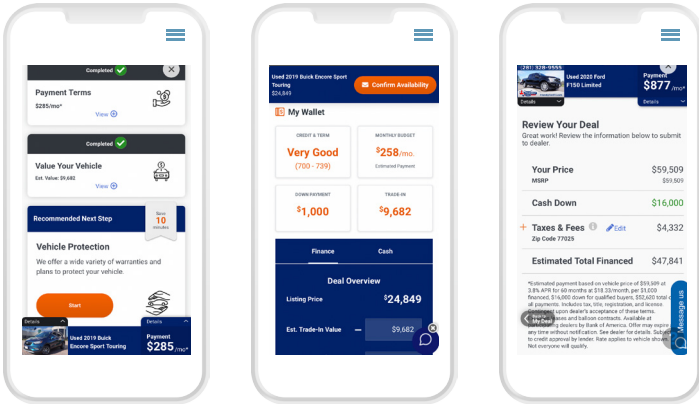
Consumers have the opportunity to start a lead from wherever they are shopping online, and their information will carry seamlessly through each destination which increases consumer satisfaction and engagement.

And you will get insights into the consumers' financial profiles on more leads, helping to facilitate a more personalized sales process with less friction.



Unleash the full potential of your digital retailing. // continued //

Jump Start Deals that Close



20.5%
MORE VDPS
per car¹

4X
MORE LIKELY
to submit a lead²

39%
FASTER CLOSE RATE
than other Internet leads²

Level up your digital retailing experience with **Accelerate My Deal** – the industry’s most trusted and user-centric digital shopping experience – consistently across Autotrader listings and Dealer.com websites which helps you capture purchase intent across all stages of the buying journey and deliver a personalized consumer experience.

What does that mean for you?

Time savings, higher quality leads, and higher close rates for you and it means more satisfaction for your customers.

Ultimately, when these solutions come together, profits come in.

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Kelley Blue Book

Make this the year you supercharge your business with digital marketing and deal-making solutions that will help you build stronger relationships, personalize the shopping-to-buying experience, and streamline operations for faster, better deals.

Unleash the full potential of your digital marketing strategy and harness the power of exclusive consumer data with one connected experience.



Unbeatably personal. Unbeatably powerful.

Tap into marketing that just clicks with
Autotrader, Kelley Blue Book, and Dealer.com.



Ready to drive marketing that gets results?

[Click here](#) to get started.

