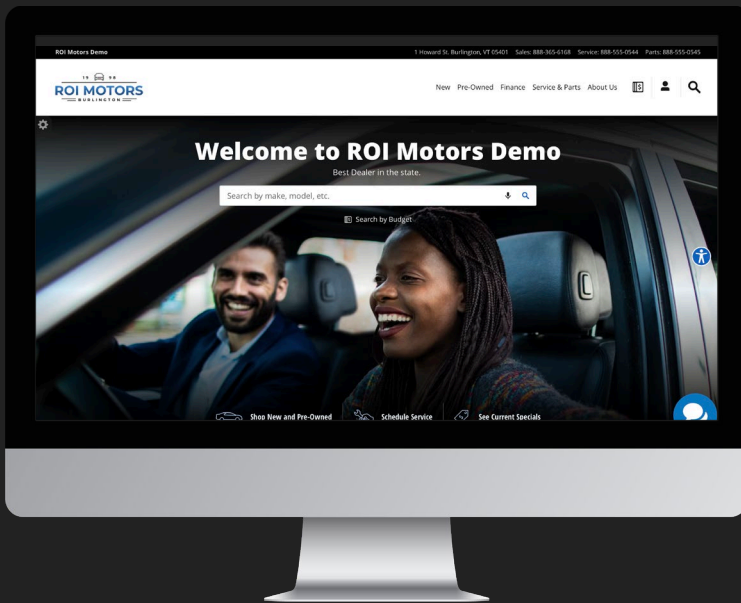




INDUSTRY LEADING INNOVATION

Dealer.com continues to modernize its website platform, increase shopper engagement and improve conversion rates.

MODERNIZED WEBSITE DESIGNS



Our newly aesthetic designed digital storefronts:

- shape consumer perceptions
- provide expression of the dealer's brand identity
- informs the consumer experience

GAME-CHANGING RESULTS

4%

increase into
conversion
inventory¹

5%

reduction in
bounce rate¹

15%

higher
conversion
rate²

59%

increase in CTR²

Sources: ¹Cox Automotive Google Analytic platform data May – Aug. '24.

²Cox Automotive data was gathered through a quantitative A/B test with approx. ~70 dealer sites with high traffic from 12/12/23 – 01/26/24.