



# MORE LEADS. FASTER DEALS.

Offer a personalized experience from your digital storefront. Build trust by providing a transparent and convenient purchase path.

## BETTER EXPERIENCE



Our Experience Optimization technology provides inventory recommendations powered by insights only available from Cox Automotive.

Dealers that offer more personalized specials and promotions are experiencing:

**2x**

more VDP views and visits<sup>1</sup>

**33%**

greater lead submission rate<sup>1</sup>

## BETTER RESULTS

**8.3M**

visitors have synced their My Wallet profile on a Dealer.com site<sup>2</sup>

**6x**

More likely to pencil a deal with AMD<sup>2</sup>

**10x**

More likely to submit a lead with AMD<sup>2</sup>

**47%**

Faster close rate on AMD leads vs. other internet leads<sup>3</sup>