

TAILORED SOLUTIONS. VALUABLE CONNECTIONS.

Why settle for a one-size-fits-all digital marketing strategy?
We'll tailor a solution that gives you the freedom and flexibility to better connect with ready-to-buy shoppers at the right place at the right time.

BUILD YOUR DIGITAL MARKETING STRATEGY

1 Work with your media sales consultant to identify your needs and priorities

Connect with shoppers

Expose my inventory

Amplify how I merchandise my listings

Differentiate my brand

Target ready-to-buy shoppers

Convenient, all-in solution

2 Discuss the level of exposure that's right for you

Inventory – How many vehicles do you want to promote?

Exposure – How much visibility do you need to meet shoppers online as they're forming opinions and making decisions?

Merchandising – What opportunities are available to amplify your inventory and dealership?

3 That's it. On top of your solution, you get tools and support teams to help you make informed marketing decisions, including:

Actionable reporting

See local shopper behavior and cars with the most recent shopping activity in real time.

ListingLogic

Compare your listings with the competition so you can make adjustments to improve performance.

Industry-leading insights, research, white papers and trends

Make more effective, better informed decisions in this fast-changing industry.

Full-service support network

Get the guidance you need to get the maximum value from your investment.

CONNECT WHERE IT COUNTS.

Put your cars and dealership on the top sites where buyers make decisions

- Reach shoppers across Autotrader & KBB.com
- Feature your entire inventory — new cars, used cars, CPO
- Photos, comments, reviews and more — everything you need to merchandise



MOST EFFECTIVE DEALERSHIP TRAFFIC-DRIVER



NEARLY
30%
MORE EFFECTIVE

Kelley Blue Book and Autotrader combined are nearly 30% more effective in converting online traffic into dealership foot traffic than the next leading third-party site

2016 Car Buyer Journey presented by Autotrader and Kelley Blue Book

MOST UNIQUE VISITORS/MONTH

35.8 million



35.8 million unique visitors between Kelley Blue Book or Autotrader each month

DEMDEX, Jan-March 2016 Average

MOST EXTENSIVE REACH

73%

73% of all online car buyers use Autotrader or Kelley Blue Book

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Your solution includes exclusive access to proprietary tools to help you make real-time marketing decisions. Ask your media sales consultant for more information, or visit AGame.Autotrader.com.