

TAILORED SOLUTIONS. VALUABLE CONNECTIONS. SPECIFICALLY FOR INDEPENDENT DEALERS.

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.

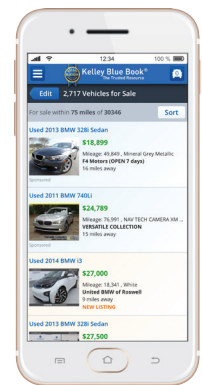
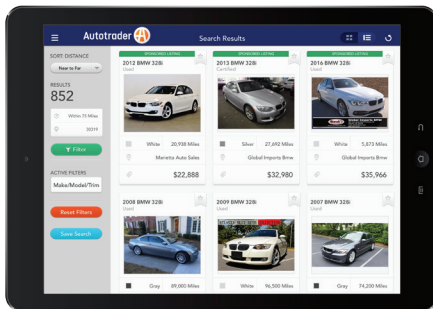
Full-service support network

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
- Photos, comments, reviews and more — everything you need to merchandise



MOST EXTENSIVE REACH



76% of used car buyers use **Autotrader** and **Kelley Blue Book** to determine their current car's worth and find vehicles listed for sale

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 USEFUL THIRD-PARTY



Autotrader and **Kelley Blue Book** are the most useful third-party automotive websites for selecting a dealership

All sourced to: 2016 Car Buyer Journey presented by Autotrader and Kelley Blue Book

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/Independent.