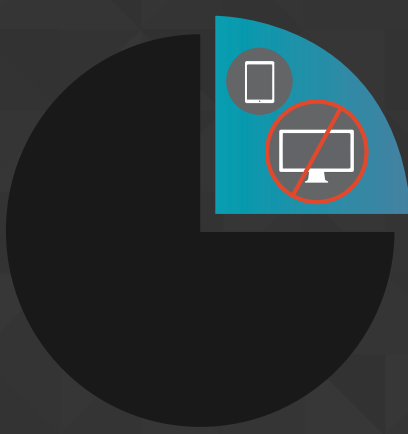


# HOW TO CONVERT ONLINE VEHICLE SHOPPERS INTO CUSTOMERS

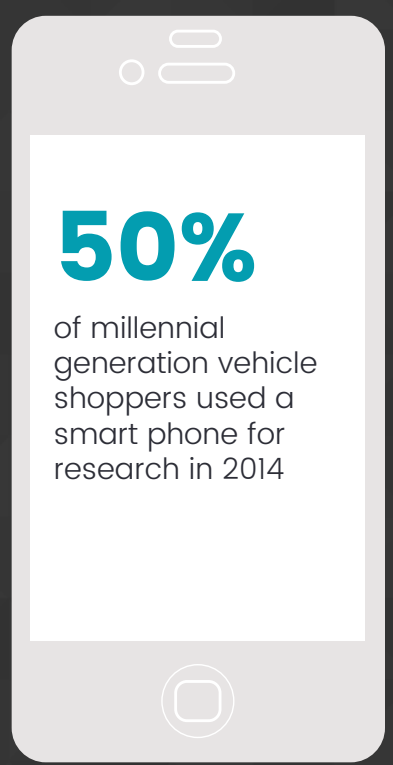
**95%** OF VEHICLE SHOPPERS USE DIGITAL CHANNELS TO RESEARCH

## 1. OPTIMIZE FOR MOBILE

Mobile is continuing to become more popular. Make sure your site is responsive for mobile. If your business has the bandwidth, build an app.



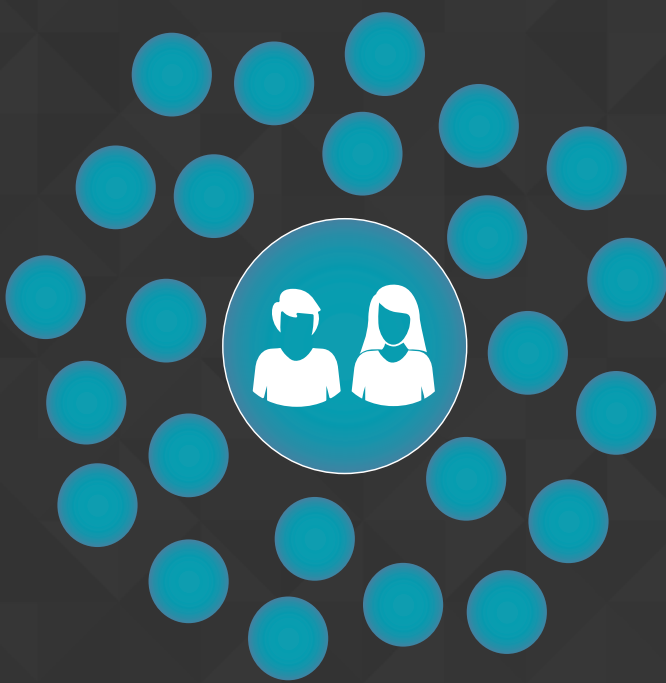
**25%**  
of Americans use only mobile devices to access the internet



**8.5 of 10**  
shoppers would use a mobile app in place of an optimized for mobile website

## 2. OFFER USER-FRIENDLY RESEARCH TOOLS

Vehicle research sources are limitless. Make sure your site is their last touch point by including user-friendly navigation and complete data.



**24**  
different touch points are reached in the course of the average online vehicle shopper's research

- "Google 2014"

## 3. PROVIDE MEDIA & REVIEWS

Keep visitors from leaving your site by including all the media they need to educate themselves.



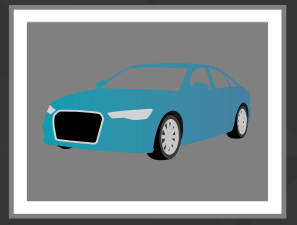
**57%**  
visit consumer review sites



**62%**  
visit professional review sites



**61%**  
research with an online video



**44%**  
of mobile shoppers view vehicle images

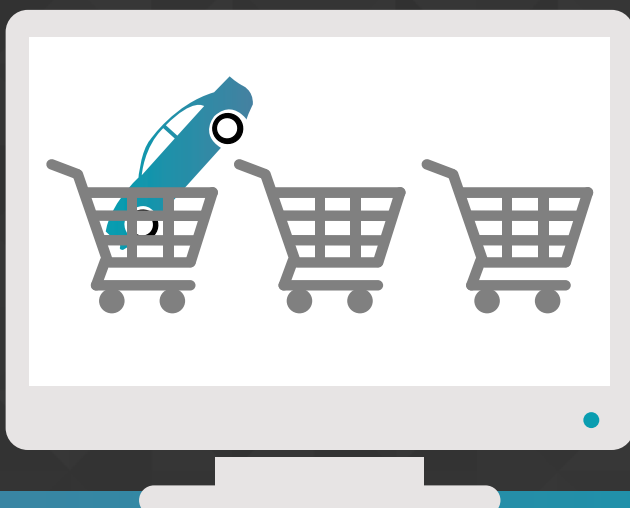


**1 in 4** watch an hour or more of online videos

## 4. CREATE A CONVERSION PATH

Provide valuable content for vehicle shoppers and make it easy for them to convert on your site!

**72%** of search sessions involve cross-shopping



**1 in 3**  
shoppers convert on a dealer website during the buying process

Learn How We Can Help Your Business →

**CONTACT US**