

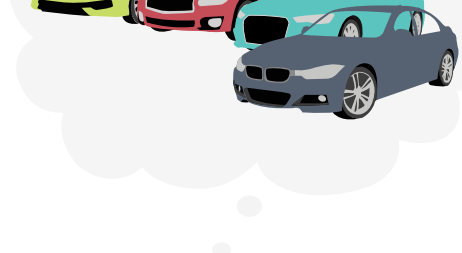
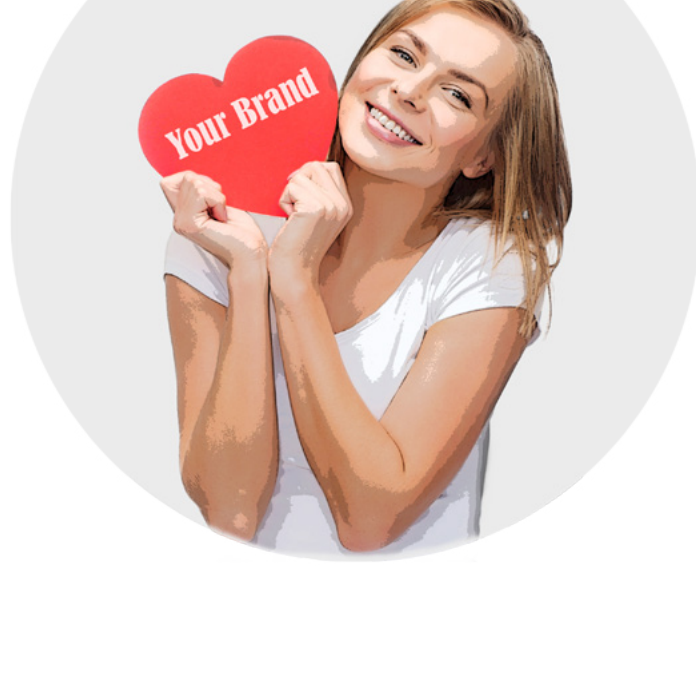
VEHICLE SHOPPING ON DEALER GROUP SITES

Creating the Perfect Experience for Today's Consumers

Your dealership spends lots of ad dollars to build your brand.



Your brand promise is accepted, **however...**



70%

of vehicle shoppers are unsure what they're looking for!¹



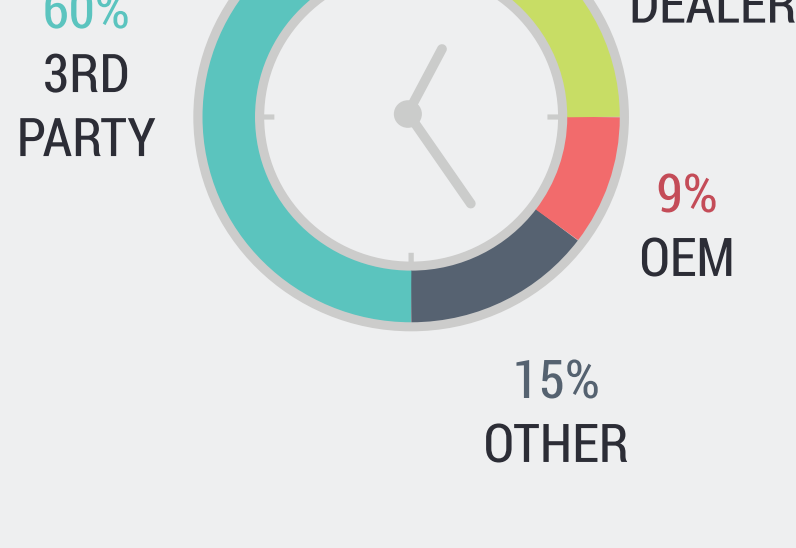
Your website does a great job converting bottom of the funnel visitors who are ready to buy.



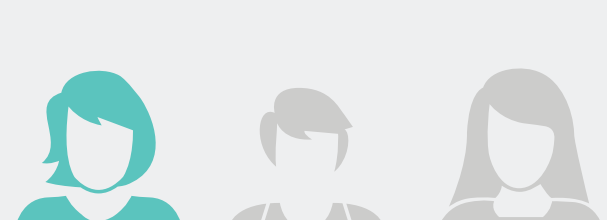
What happens to your top and mid funnel visitors who aren't ready? **They bounce to other research sites!**



78% of consumers use 3rd party sites during the vehicle shopping process.²



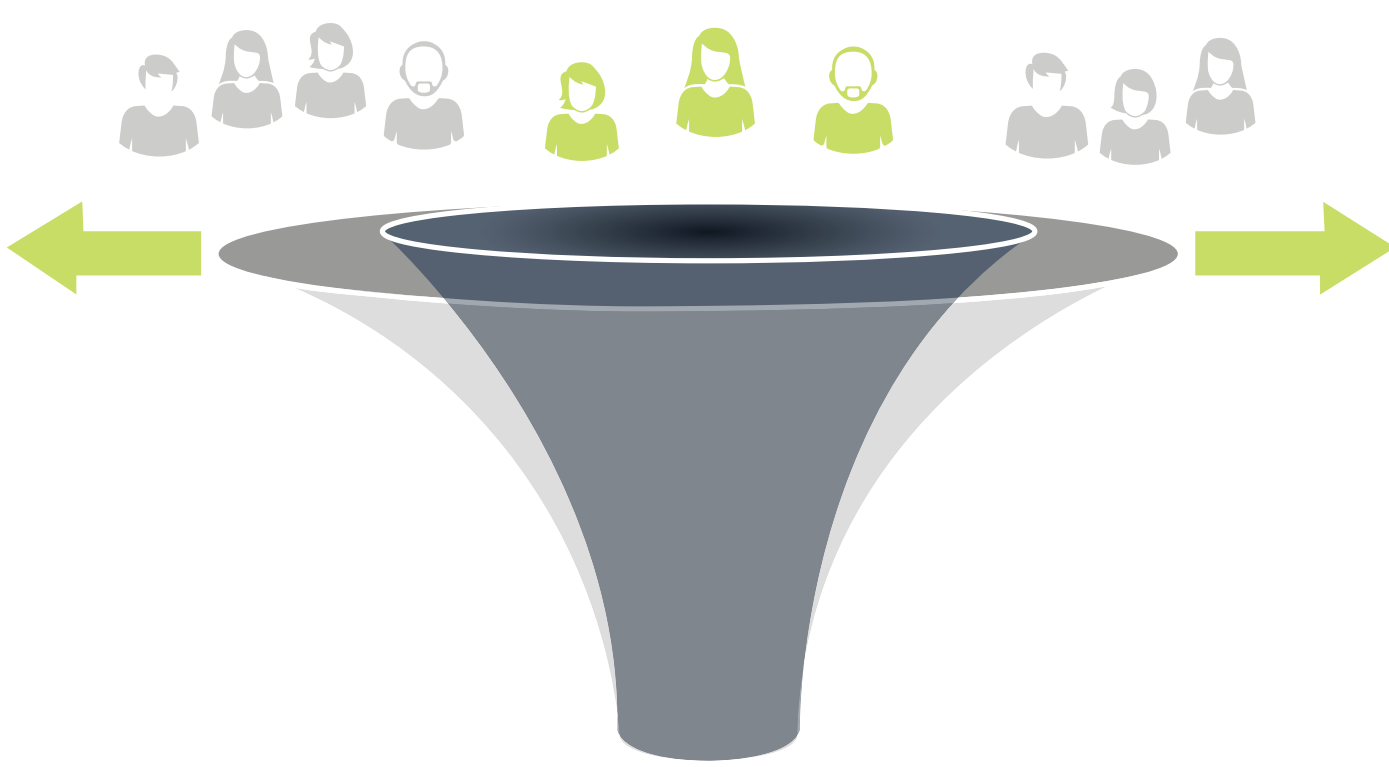
Online vehicle shoppers spend most of their time on 3rd party sites.³



Only **1** in **3** shoppers submit dealer leads online as part of the buying process.⁴

You've worked hard and invested heavily to build your brand. Keep visitors on your website and away from competition on 3rd party websites.

Open up the top of your sales funnel!



Provide engaging vehicle research & shopping tools for visitors who have shown interest in your dealership but aren't quite ready to buy.

RESEARCH TOOLS TO CONSIDER

1

Vehicle recommendation search engine

Help your shoppers find the perfect vehicle based on what's important to them.



2

In-depth model and trim research

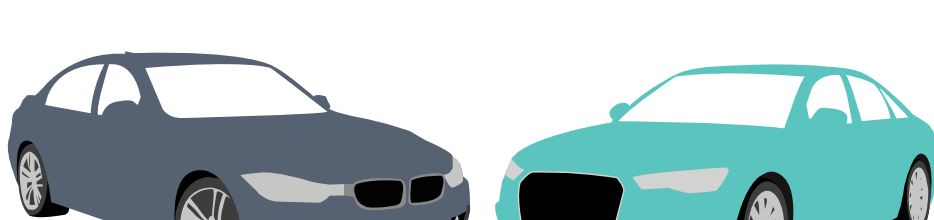
Allow shoppers to dig deeper with each vehicle model and trim. Offer a user-friendly tool for easy navigation.



3

Vehicle comparison

Help narrow down your shoppers choices with model and trim comparison.



Learn About Our Vehicle Shopping Solutions →

REQUEST INFO



Sources

^{1,2,3} "The 2016 Car Buyer Journey," commissioned by Cox Automotive through IHS Automotive

⁴ "2014 Car Shopping Trends Report," conducted by Edmunds