

TRANSPARENCY

THIRD-PARTY SITES BRING FIRST-TIME CUSTOMERS TO YOUR DEALERSHIP

Over the past 2 years, TRANSPARENCY has partnered with Cars.com and other aggregate publishers to help dealers better understand the value of the third-party automotive site audience. Our goal continues to be simple. We help our publisher partners and their dealer clients to answer the meaningful, relevant questions that will inform better decisions regarding their digital marketing investments:

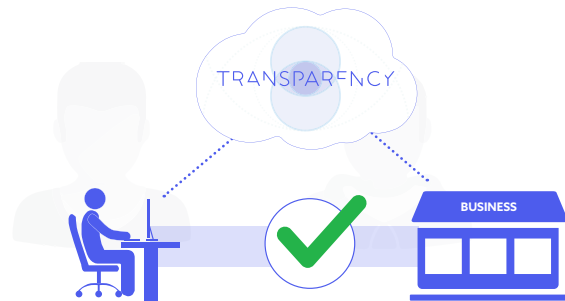
- What is helping me sell more vehicles?
- What is helping me service more vehicles?
- What marketing investments are truly GROWING my business?

Clear insights that GM's and owners have been asking for, for years!

And as more and more consumers prefer to shop anonymously, gathering information across different devices, browsers and multiple sessions, it's imperative that dealers don't make advertising decisions based solely on the small number of actual leads they can track via their CRM solutions.

CRM
SOURCE
REPORTING


LAST CLICK
ATTRIBUTION



Alex Vetter, CEO of Cars.com recently shared his view of the importance of making decisions with the right data, decisions that ultimately help the industry grow. "The game has changed," said Vetter. "The marketplace is more crowded than ever and there's no shortage of data available, but it's important to pay attention to and measure the right data. The insights we're learning about walk-in traffic and what's truly driving sales is critical to succeeding in today's environment."



164
Dealerships

600k
Consumer Transactions

82%
IP match rate



We compiled a comprehensive analysis for all dealers that we've completed attribution studies within Q1 of 2017 for Cars.com. Through our proprietary process and methodology, we start with the dealer's DMS transactional data (Sales and Service). We then match to the IP address of the consumers in the dealer's market, anonymize their private information and then cross reference against the anonymous IP data supplied by Cars.com.

Once we identify the matching sales and service transactions, we then look back 5 years in the dealer's DMS data, to see if the customer has ever previously purchased or serviced with that dealer. If not, then we can determine they're a true conquest customer.



After compiling and analyzing the data from over 150 dealerships across the country, the results might surprise you!

Overall Influenced Audience



Cars.com influenced **60%** of the average dealerships' consumers (sales & service)¹. Cars.com influenced an average of **63** sales per month per dealer (New & Used combined) **67.82%** of which were first-time sales¹.

That's **43** sales per month per dealer that haven't purchased or had serviced from/with the dealer previously in the last five (5) years¹.

Customers aren't just shopping for used cars on Cars.com



In addition, we measured the impact of the Cars.com audience as a percentage of the dealer's TOTAL business.



Overall, Cars.com influenced over **46%** of the TOTAL sales for the dealerships included in the study in Q1 of 2017¹.

Service Insights

When it comes to service, Cars.com is helping to drive service business as well. Over 38% of the dealership's total service customers engaged with Cars.com, with an average of over 440 RO's per dealer/mth, delivering over \$91,000 of profit/mth during Q1¹.

On average, 53 of those RO's were true conquest service customers for the dealer – historically one of the hardest and most expensive type of conquest customers for a dealer to acquire¹.

To request a copy of the case study, or your own attribution report from Cars.com, simply [click here](#).

¹ First-time sales are defined as customers that have not purchased or serviced at the dealership in the past five (5) years.

¹ Data Source - 164 Cars.com attribution studies completed in Q1 2017
Transaction Date Range - 12/1/16 - 3/31/17



TRANSPARENCY performed studies for dealers to help them understand the value of Cars.com’s audience and its impact on sales, service, and growth.

In Q1 2017, TRANSPARENCY compiled a comprehensive analysis from over 150 dealerships across the country and found:

CARS.COM
Influences Sales

63¹ sales per month **43**¹ first-time sales* per month

Cars.com influenced 63 sales per month, per dealer (new and used combined). Of the sales, 67.2% were first-time sales* – that’s 43 sales per month, per dealer from new customers that haven’t purchased or serviced with the dealer previously in the last five years.

CARS.COM
Attracts First-Time Sales

63%¹ of new car sales were first-time sales* **74%**¹ of used car sales were first-time sales*

Overall, Cars.com had a significant influence on new (63%) and used (74%) car sales and influenced over 46% of TOTAL sales for the dealerships included in the study.

CARS.COM
Fuels Growth

60%¹ of all sales and service **\$91,000**¹ service profit per month

Cars.com influenced 60% of the average dealerships’ sales and service transactions. And, when it comes to service, over 38% of the dealerships total service customers engaged with Cars.com, with an average of over 440 RO’s per dealer, per month, delivering over \$91,000 of profit per month during Q1. On average, 53 of those RO’s were true conquest service customers for the dealer – historically one of the hardest and most expensive type of conquest customers for a dealer to acquire.

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