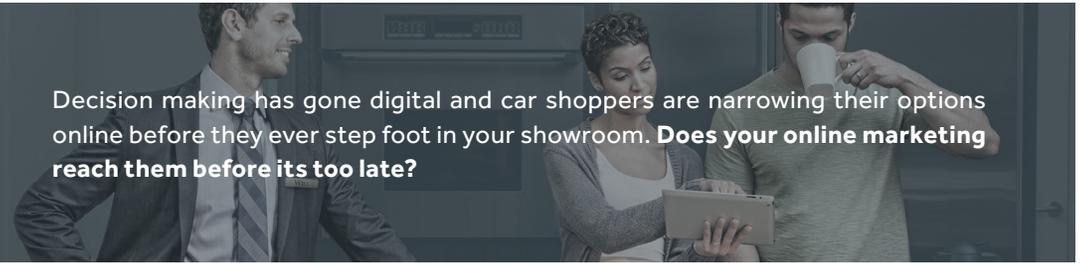


BEFORE IT'S TOO LATE ASSESSMENT



Decision making has gone digital and car shoppers are narrowing their options online before they ever step foot in your showroom. **Does your online marketing reach them before its too late?**



Answer these questions to see if your digital marketing puts you at risk to lose shoppers before they even walk in the showroom.

YES NO

1

Do you post original photos of your new-vehicle inventory online?

New-car shoppers want to get the complete picture online. According to Cars.com analysis, vehicles with custom photos versus no photo get 217% more VDP views.¹

2

Do you have at least 7 recent reviews on Cars.com?

Reputation matters. On average, dealers with current reviews on Cars.com see greater activity on their inventory. Dealers with 7 or more reviews in the past six months see nearly 3 times the activity on their inventory pages compared to dealers with no new reviews.¹

3

Are you promoting your offers and incentives online?

Online offers drive action. Cars.com shoppers who view special offers in addition to vehicle detail pages are 64% more likely to contact a dealer.²

4

Is your inventory getting in front of mobile shoppers on your lot?

63% of shoppers now use their phone to continue their research while shopping on the lot, relying on third-party sites more than dealer sites or search.³ Be sure you show up when shoppers are making final decisions from their smartphones.

5

Does your service department get equal air-time online?

New-car buyers want to know more about how you'll service their vehicle after the sale. Be sure to give it equal air time. While the majority of most dealership profits come from service, only 3% of the content on most dealer websites is dedicated to service and parts.⁴ Give your service department a digital tune-up with a presence on Cars.com.

6

Are you retargeting car shoppers across the web?

Consumers now spend more time online than watching TV, on average more than five hours a day.⁵ Use retargeting to keep your dealership's brand in front of car shoppers as they browse their favorite sites.

7

Are you leveraging co-op dollars?

It's no secret shoppers have gone digital. Most manufacturers want to make sure you make it into consideration online and will help to fund your digital marketing efforts. Take advantage of co-op advertising funds to increase your digital footprint.