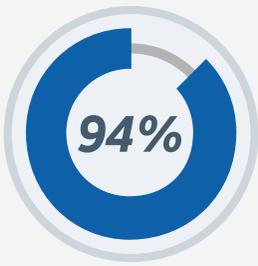
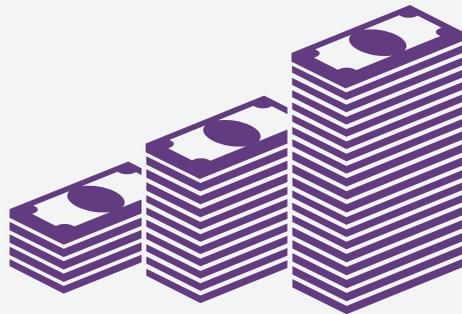




CARS.COM IS HERE TO HELP YOU WIN. And a properly executed marketing strategy is key to helping you do just that. Are you getting the most return from your SEM (Google AdWords) investment? Here are a few stats to keep in mind as you build your full marketing plan.



94% of franchise dealers said AdWords is a **required investment** as part of their SEM strategy.



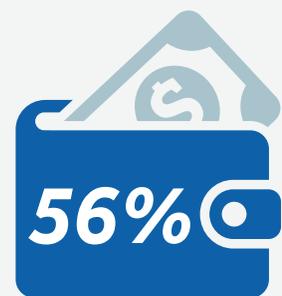
OEMs use partners to choose which agencies are certified to run AdWords campaigns and other dealer services that are either required or co-op eligible. As a result, **these partners extract a high commission of AdWords gross profit** for dealers to be part of co-op programs.



1/3 of dealers plan to change their AdWords agency within the next year.



40% of dealers believe agencies aren't doing enough to provide useful, meaningful reporting for their AdWords buys.



Google AdWords account managers repeatedly ask for an increase in AdWords spend from dealers, with **56% of dealers indicating they were asked within the last six months.**



50% of dealers indicate that the ROI received from their AdWords spend meets their expectations. **28%** feel ROI is below expectations.



46% spend more than \$1,000 a month on AdWords; **49%** spend less than \$1,000 and **5%** don't know their current AdWords spend.



32% of dealers who stopped using AdWords chose to do their own SEM campaigns and manage them internally, with **21%** of dealers saying they quit because of the price of AdWords.



78% of dealers surveyed indicated that **third-party vendor sites like Cars.com are a required part of a successful digital ad campaign.**



An estimated 30% of Google AdWords investments are poorly executed, and more than half of website platforms lack complete conversion tracking visible in Google AdWords and Google Analytics.

Today's most successful digital marketers are taking a hard look at their SEM spend and how to better target in-market shoppers. Talk to your Cars.com representative today about how you can build a strategy to reach a high-quality audience.