

MOBILE SHOPPING

ON THE LOT



Car shoppers use their smartphones to research their purchases, and often they're doing it when they're on the dealership lot.

To effectively reach and influence these mobile shoppers, we have to understand what drove them to the lot and what they are doing while on the lot. Cars.com is the first in our space to use exclusive geo-fencing technology to track and analyze mobile shoppers on or near your lot with our **LOT INSIGHTS REPORT**.

WHAT ARE MOBILE SHOPPERS VIEWING?

It's no secret car shoppers are using their phones in their research process. But, we want to know what they engage with to help influence their purchase decision



INVENTORY

56%: *Used*

41%: *New*

23%: *CPO*

Per our research, two weeks out from vehicle purchase, consumers are considering different stock types as their choice at differing rates¹.



FAVORITES

Cars.com app users compare cars they previously saw online to vehicles they see on the lot in real time. It's critical to keep online inventory up to date with what's happening on the lot².



DEALERSHIP INFORMATION

Shoppers who are searching for dealership information are looking at the Dealer Map page and VDP Dealer info page. The majority of these shoppers are also actively comparing information at dealerships. Make sure your dealership has the mobile presence it needs to stand out²!



CALCULATOR

Mobile Site users engage with the **Calculator** for quick payment calculations while on the lot².

WHICH MOBILE ACTIVITIES ARE MOST PREDICTIVE OF A DEALERSHIP VISIT?

We've learned which pages Cars.com shoppers visit most before showing up on the dealer's lot.



DRIVING DIRECTIONS

A shopper who views Driving Directions on the Cars.com mobile site for a specific dealership is 9x more likely than the average Cars.com user to visit that dealership within 30 days.



CPO INVENTORY

Shoppers who are researching CPO vehicles and performing such activities as emailing or texting a dealer, checking availability of inventory, and looking at a VDP are more likely to show up on a dealer's lot.



DEALER REVIEWS

Consumers reading Dealer Reviews are a good indicator of showing up on the lot. Encourage customers to write reviews about your dealership, no matter how they're interacting with you – buying, selling, or servicing a car

EVOLVE THE CONVERSATION AROUND ATTRIBUTION.

Modern consumer behavior means that it's time to move from sole quantity metrics like email leads, phone calls, and maps & directions. Here are a few key indicators you should be tracking.



CHECK AVAILABILITY



SHARE/EMAIL PAGE



SAVE / FAVORITES



CARFAX/AUTO CHECK



CALCULATOR



DEALER REVIEWS

Want to learn about how you can begin putting our Lot Insights report to work for your dealership? Talk to your Cars.com representative.