

# CPO Shopper Behavior

## Non-Luxury Attribution Analysis Infographic

Interested in speaking to CPO shoppers? Non-luxury CPO shoppers are typically undecided on a stock type. Car shoppers flip between New and Used vehicles, but our study shows they are more likely to consider a Used vehicle. New vehicles shouldn't be excluded from consideration, but car shoppers are less likely to act on a New vehicle if the car shopper is considering CPO at the beginning of their search. Keep reading for more information.

### CPO Buyers Cross Shopped both New & Used Inventory

in both studies shown here.

BOUGHT



Cars.com OEM CPO Sales Study<sup>1</sup>

% Viewed

27%

New

80%

Used

BOUGHT



Benchmark: Datalogix Study<sup>2</sup>

% Viewed

32%

New

86%

Used

**9 in 10 CPO Shoppers** in this study visited OEM Certified inventory on Cars.com prior to purchase<sup>1</sup>.

When Analyzing **17,387** sold CPO Vehicles...

96%

Appeared on a Cars.com SRP

90%

Appeared on a Cars.com VDP

CPO Shoppers are viewing CPO vehicles on Cars.com prior to purchase...

- Non-Luxury OEM CPO shoppers are undecided – **27%** also cross shopped New and **80%** considered Used<sup>1</sup>.
- Certified Listings Programs sponsored by OEMs are driving customers to the lot who are not live on site<sup>1</sup>.

[1] Methodology: Matched Cars.com Leads & Contacts (9/1/15-6/22/16) to VIN from reported sales (1/1/16-6/22/16)

Source: Cars.com National Advertiser Insights and Analytics, 2016

[2] Data Source: Datalogix data collected from January – December 2015

