



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
43¹ 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
\$91,000¹ 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.

^{*}First-time sales are defined as customers that have not purchased or serviced at the dealership in the past five (5) years.
¹Data Source - 164 Cars.com attribution studies completed in Q1 2017 Transaction Date Range - 12/1/16 - 3/31/17



164
Dealerships

600k
Consumer Transactions

82%
IP match rate