

TRANSPARENCY

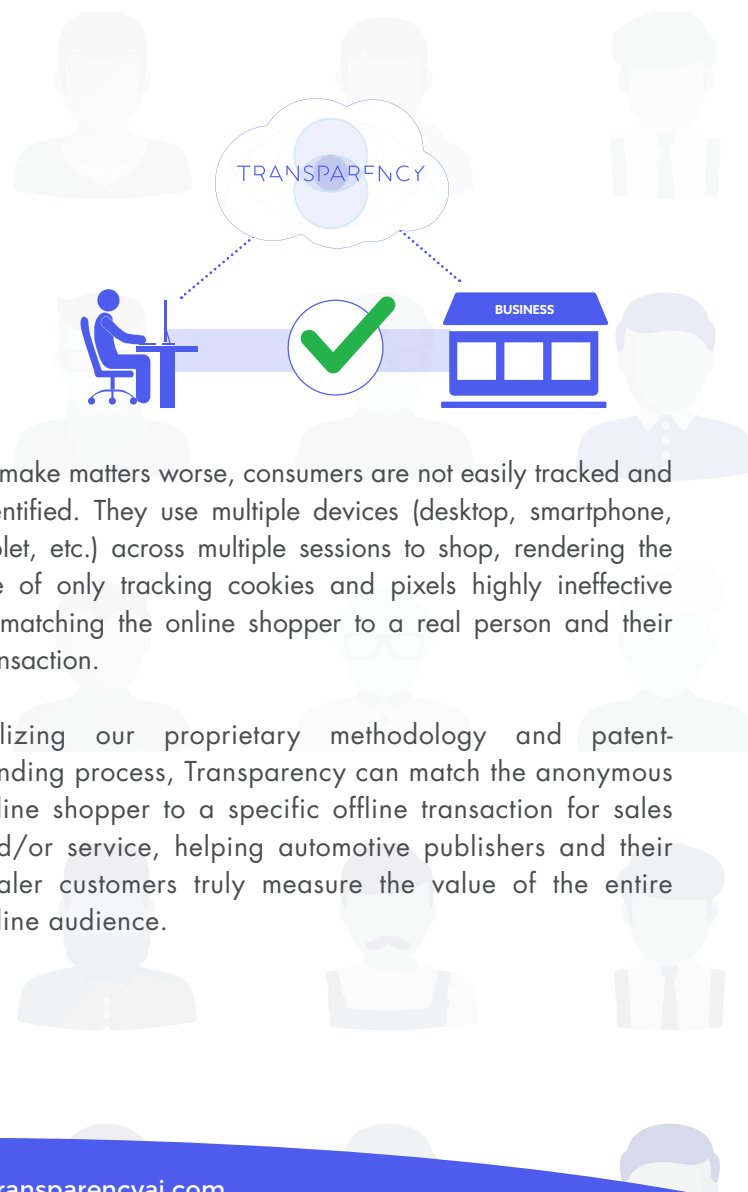
MEASURING THE VALUE OF YOUR MARKETING INVESTMENT

Dealers have calculated the effectiveness of marketing investments using traditional digital marketing metrics. Now, for the first time, dealers can finally understand the true value of third-party advertising by measuring dollars and cents - not just clicks and impressions.

Consumers today prefer to shop anonymously. Aggregate third-party automotive sites serve as a great resource for consumers to shop a wide selection of inventory, consider different makes and models, select trim options and features, and narrow their search by price, mileage, and location.

But unlike, say an Amazon shopping experience, online automotive sites aren't yet transactional in nature. And very few consumers actually submit a lead, or dial into a "1-800" tracking phone number. Instead, the vast majority of consumers use these sites to gather information that influences their final purchase decision.

DOLLARS & CENTS,
NOT CLICKS & IMPRESSIONS!



To make matters worse, consumers are not easily tracked and identified. They use multiple devices (desktop, smartphone, tablet, etc.) across multiple sessions to shop, rendering the use of only tracking cookies and pixels highly ineffective in matching the online shopper to a real person and their transaction.

Utilizing our proprietary methodology and patent-pending process, Transparency can match the anonymous online shopper to a specific offline transaction for sales and/or service, helping automotive publishers and their dealer customers truly measure the value of the entire online audience.

TRANSPARENCY performed studies for Cox Automotive to help its dealer customers determine the true value of their online marketing with **Autotrader** and **Kelley Blue Book**.



Kelley Blue Book

TRANSPARENCY performed studies for Cox Automotive to help its dealer customers determine the true value of their online advertisements on Autotrader and Kelley Blue Book's KBB.com. Our goal with this study was to answer the most basic questions dealers continue to ask:

"How many cars did I sell, and how much money did I make from my marketing investments?"

To help provide dealers with the definitive connection between the unknown online shopper and the offline transaction, we set out to conduct the most comprehensive attribution study in the industry, measuring the effectiveness of two of the industry's most-used third-party sites¹: Autotrader and KBB.com.



This Transactional Attribution Study was conducted using TRANSPARENCY's patent-pending solution and proprietary methodology:

- On board first-party transactional data provided to Transparency by the dealer.
- Identify the IP addresses of consumers within the dealer's region.
- To comply with data privacy regulations, we anonymize and protect all consumer data.
- Match anonymized consumer IP addresses to the IP addresses provided by Autotrader and Kelley Blue Book for the stated timeframe.



UPLOAD



IDENTIFY



ANONYMIZE



MATCH

¹ 2016 Cox Automotive Car Buyer Journey Study



2M

Consumer Transactions

850

Attribution Studies Nationwide

76%

IP match rate

Comparison of Dealer data between July-December 2016 to IP addresses from site visitors between May-December 2016.



Kelley Blue Book

The **Value** of Third-Party Advertising

Since our analysis did NOT rely on cookies or tracking pixels, our effective match rate of the IP addresses of consumers who visited Autotrader and/or KBB.com and were in data provided by the dealers averaged 76%² - significantly higher than competing data analytics providers.

Having completed over 850 attribution studies nationwide on transactions between July and December 2016, analyzing over 2 million consumer transactions, we determined that, on average, 58% of dealership sales and service transactions involved consumers who had visited Autotrader and Kelley Blue Book within 4 months of the purchase.

Based on our findings, Autotrader and Kelley Blue Book's KBB.com have a direct and measurable impact far beyond the number of sales transactions attributed to a dealership's CRM by traditional digital marketing metrics. On average, dealers that participated in the study sold 54 new and pre-owned vehicles per month, with over \$64,000 front-end profit³ per month attributable to purchasers who visited Autotrader and/or KBB.com. And of those sales, 64% were new customers for the dealership⁴.

58%
Sales &
Service
Transactions
Within
4
Months of
the Purchase



64%
New
Customers



54
New & Pre-Owned
Vehicles Per Month

\$64k
Front-End
Profit Per Month

By measuring the impact of their advertising at the transactional level, dealers can see which advertising partners have the potential to influence the highest number of sales. As the numbers show, investing those dollars in consumer-trusted sites like Autotrader and KBB.com appears to have a direct impact on a dealer's revenue. This visibility provides dealers with the insights they need to make more informed marketing decisions.

For dealers who want to find out how their sales may be impacted by Autotrader and KBB.com, dealer customers can request a confidential attribution analysis to determine what percentage of their vehicle sales were influenced by Autotrader and KBB.com.

² Comparison of Dealer data between July-December 2016 to IP addresses from site visitors between May-December 2016.

³ Front end profit only as provided by Dealers, and may not include holdback, pack, or OEM incentives.

⁴ Customers who have not transacted at the dealership within the past 5 years.

To learn more, visit us @ www.transparency.ai

To request your attribution study, visit LetUsShowYou.com