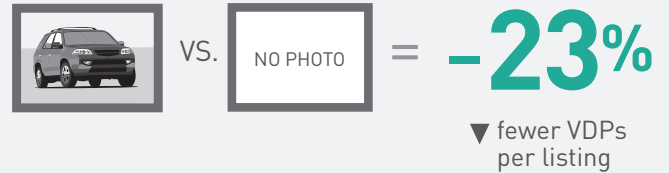


## DRIVING ONLINE INFLUENCE & PREFERENCE

### PRICE VS. NO PRICE<sup>1</sup>



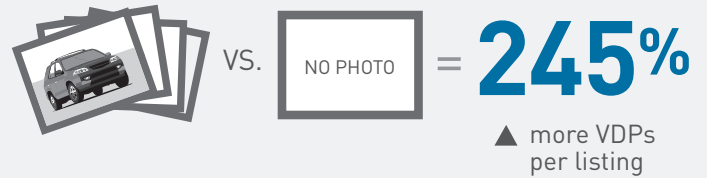
### STOCK PHOTO VS. NO PHOTO<sup>1</sup>



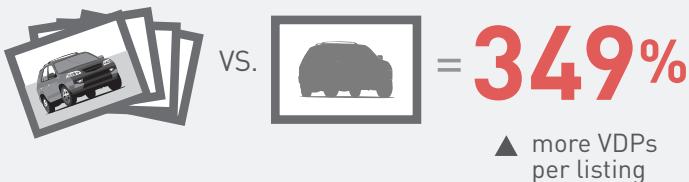
### SINGLE CUSTOM PHOTO VS. STOCK PHOTO<sup>1</sup>



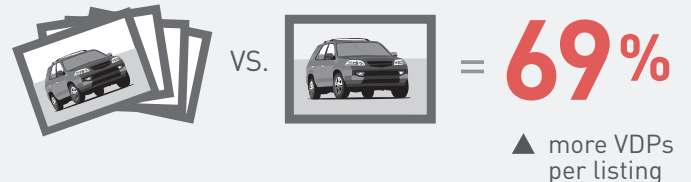
### MULTIPLE CUSTOM PHOTOS VS. NO PHOTO<sup>1</sup>



### MULTIPLE CUSTOM PHOTOS VS. STOCK PHOTO<sup>1</sup>



### MULTIPLE CUSTOM PHOTOS VS. SINGLE CUSTOM PHOTO<sup>1</sup>



### VIDEO IS IMPORTANT TO CONSUMERS<sup>2</sup>



65% of consumers consider vehicle videos to be an important part of their car-shopping process

### VIDEO OPTIMIZES ONLINE MERCHANDISING<sup>3</sup>



VDP views increase by 19% when the listing includes video

\*VDP = Vehicle Details Page

<sup>1</sup>Netezza tables 10/01/2017 through 12/31/2017

<sup>2</sup>2015 Cox Automotive Consumer Video Research Study

<sup>3</sup>AutoTrader.com Site Statistics (defined by inventory with videos during 10/01/2017 through 12/31/2017)