



2024 AUTO BOWL

Cox  
AUTOMOTIVE™

# GAME NIGHT RESULTS

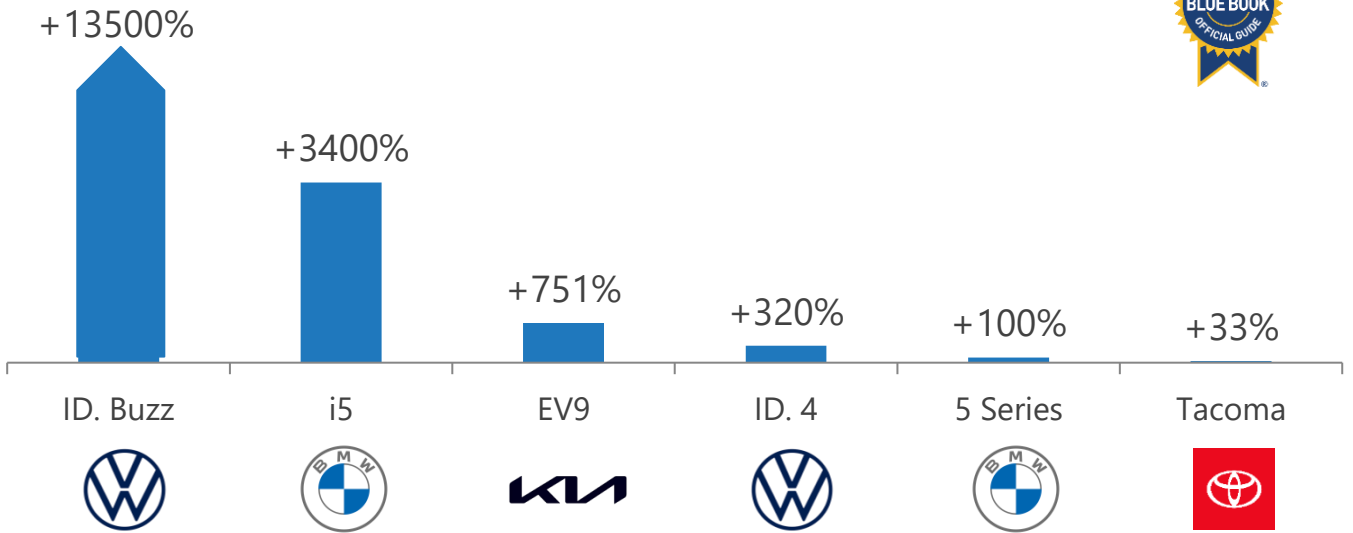


## GAME NIGHT

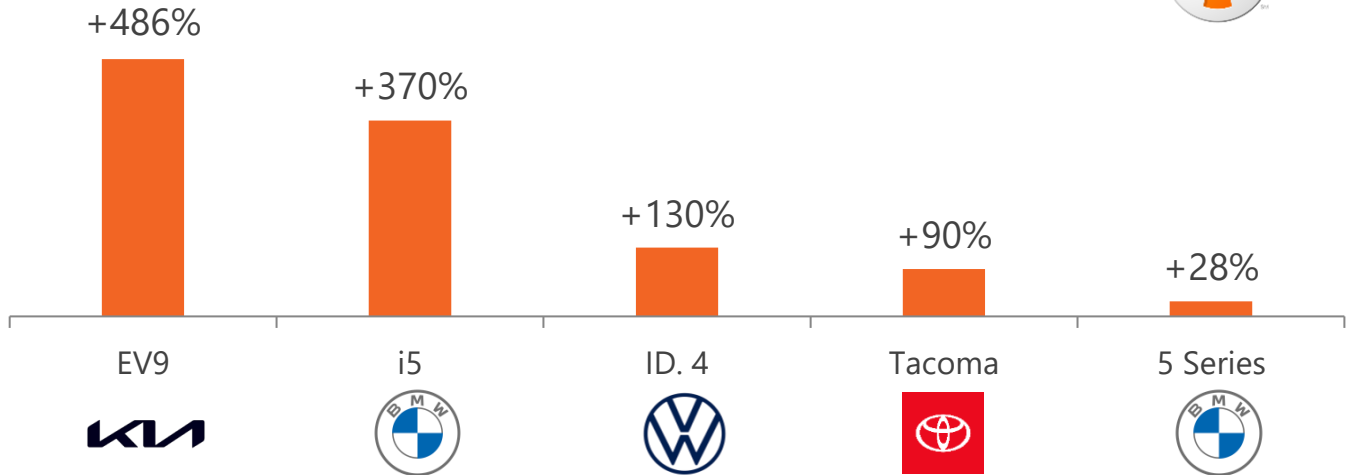
### Immediate Impact: Model Research & Shopping Activity

These charts reflect the percentage increase in traffic: game time vs. pre-game time

#### Research Activity



#### Shopping Activity \*



- KBB New Car Shoppers; Autotrader New/All Search Sessions; Game Time vs. Pre-Game Time
- \* Models not yet available on Autotrader: ID. Buzz

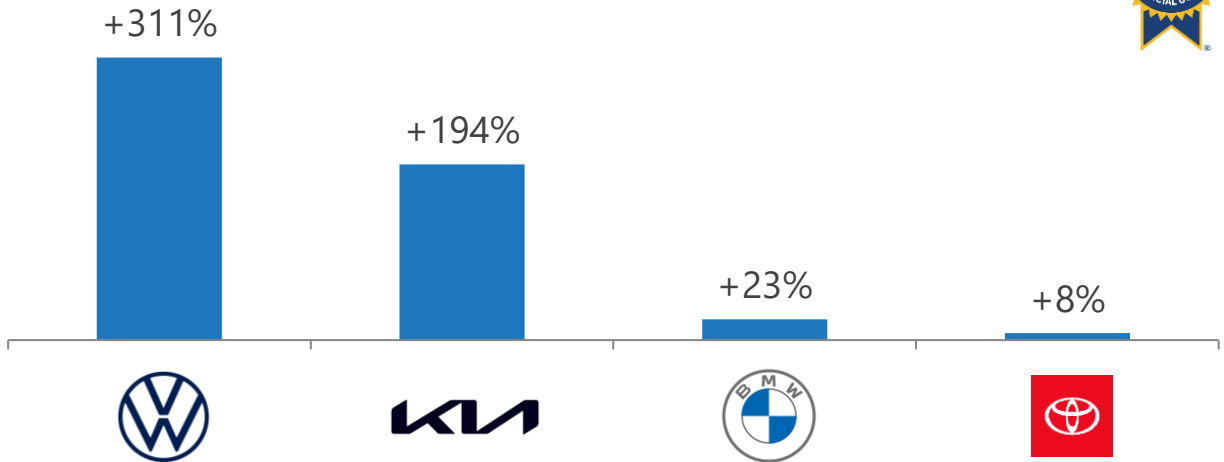


## GAME NIGHT

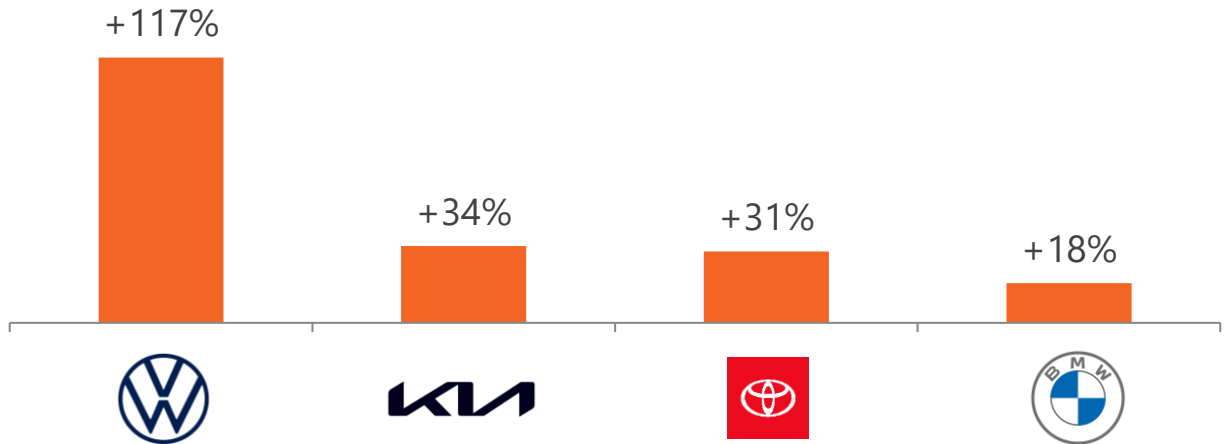
### Immediate Impact: Brand Research & Shopping Activity

These charts reflect the percentage increase in traffic: game time vs. pre-game time

#### Research Activity



#### Shopping Activity



• KBB New Car Shoppers; Autotrader New/All Search Sessions; Game Time vs. Pre-Game Time





## GAME NIGHT

### Post-Airtime Traffic Volume: Model Level

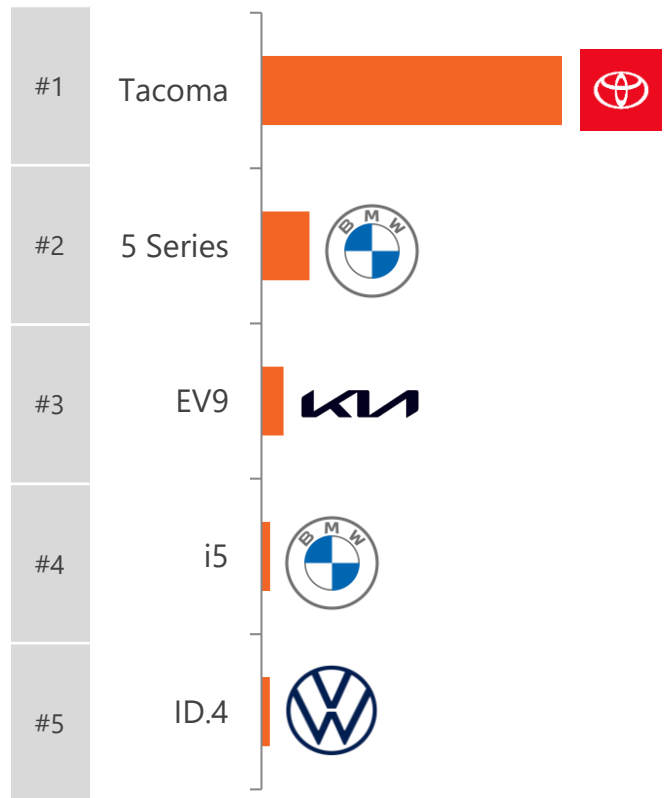
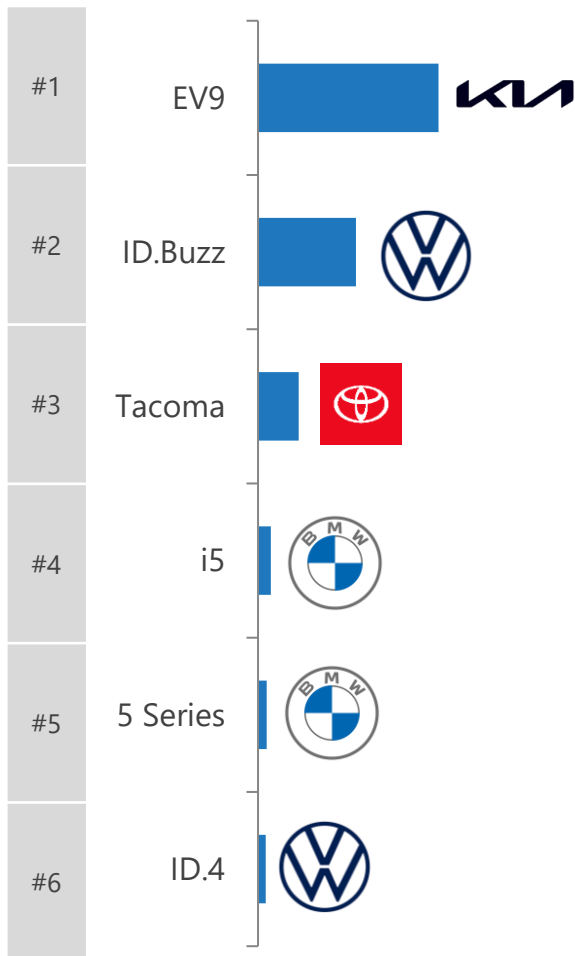
These charts reflect the rank order of advertisers: game time traffic volume



#### Research Activity



#### Shopping Activity \*



- KBB New Car Shoppers; Autotrader New/All Search Sessions; Game Time Traffic Volume
- \* Model not yet available on Autotrader: ID. Buzz



## GAME NIGHT

### Post-Airtime Traffic Volume: Overall Brand Level

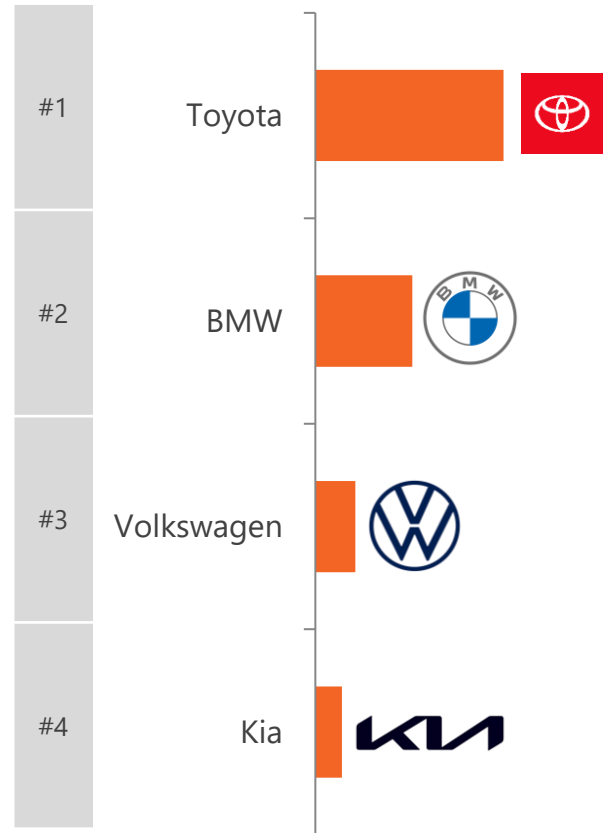
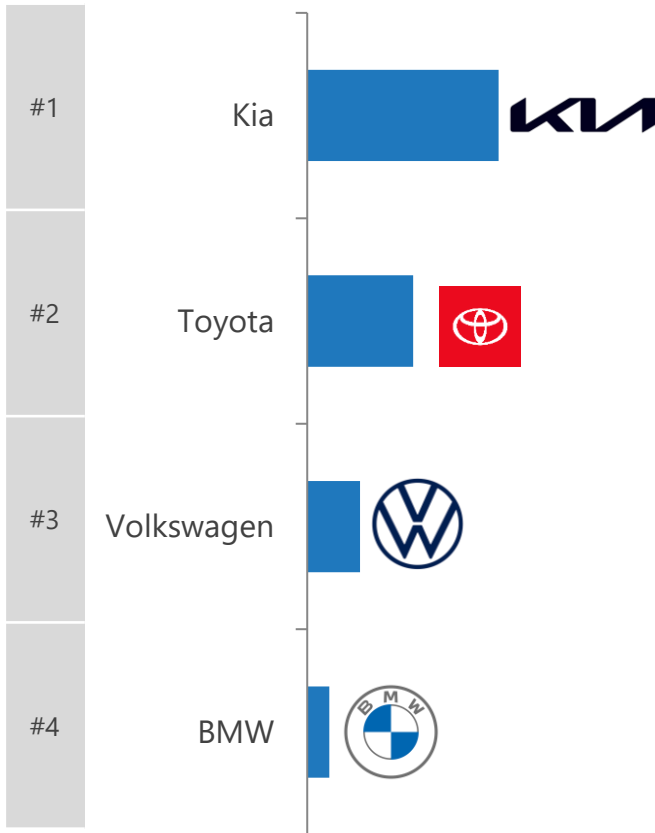
*These charts reflect the rank order of advertisers: game time traffic volume*



#### Research Activity



#### Shopping Activity



• KBB New Car Shoppers; Autotrader New/All Search Sessions; Game Time Traffic Volume



## Game Night: Dealer Website Traffic

*Brands advertising during the Big Game experienced significant increases in traffic to dealers' Dealer.com sites after the ads ran.*

**DEALER.COM**

### TOTAL VISITS



**+397%**

nGauge by Pixall™  
**QUALITY VISITS\***



**+432%**

### VEHICLE DETAIL PAGEVIEWS



**+300%**

- Dealer.com Dealer Website Activity (aggregate of all advertisers, average by-minute activity in the two minutes following the ad airtime compared to the hour before the game)
- \* Quality Visits are based on Dealer.com's proprietary scoring system, nGauge by Pixall™, used to identify which Dealer.com website visits are most likely to result in a vehicle sale. (Visit [www.Dealer.com](http://www.Dealer.com) for more information.)





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# 2024 AUTOBOWL ADVERTISERS



## Automotive Advertisers

*"Talkin Like Walken"*



i5 & 5 Series

*"Perfect 10"*



EV9

*"Dareful Handle"*



Tacoma

*"An American Love Story"*



Brand Ad Featuring  
ID. Buzz & ID. 4