

THE EVOLUTION OF BUSINESS INTELLIGENCE AT AUTOTRADER.COM

O'REILLY STRATA CONFERENCE

FEBRUARY 11, 2014

ATC CONNECTS BUYERS AND SELLERS IN THE ONLINE AUTOMOTIVE MARKETPLACE

17MM BUYERS

Monthly unique visitors to AutoTrader.com across PC, phone and tablet



50K SELLERS

Monthly dealers and private sellers advertising a car for sale on ATC.com



MISSION

To dramatically IMPROVE the way people BUY and SELL new and used cars

4 million cars

ATC IS PART OF AUTOTRADER GROUP, WHICH IS WHOLLY OWNED BY COX ENTERPRISES

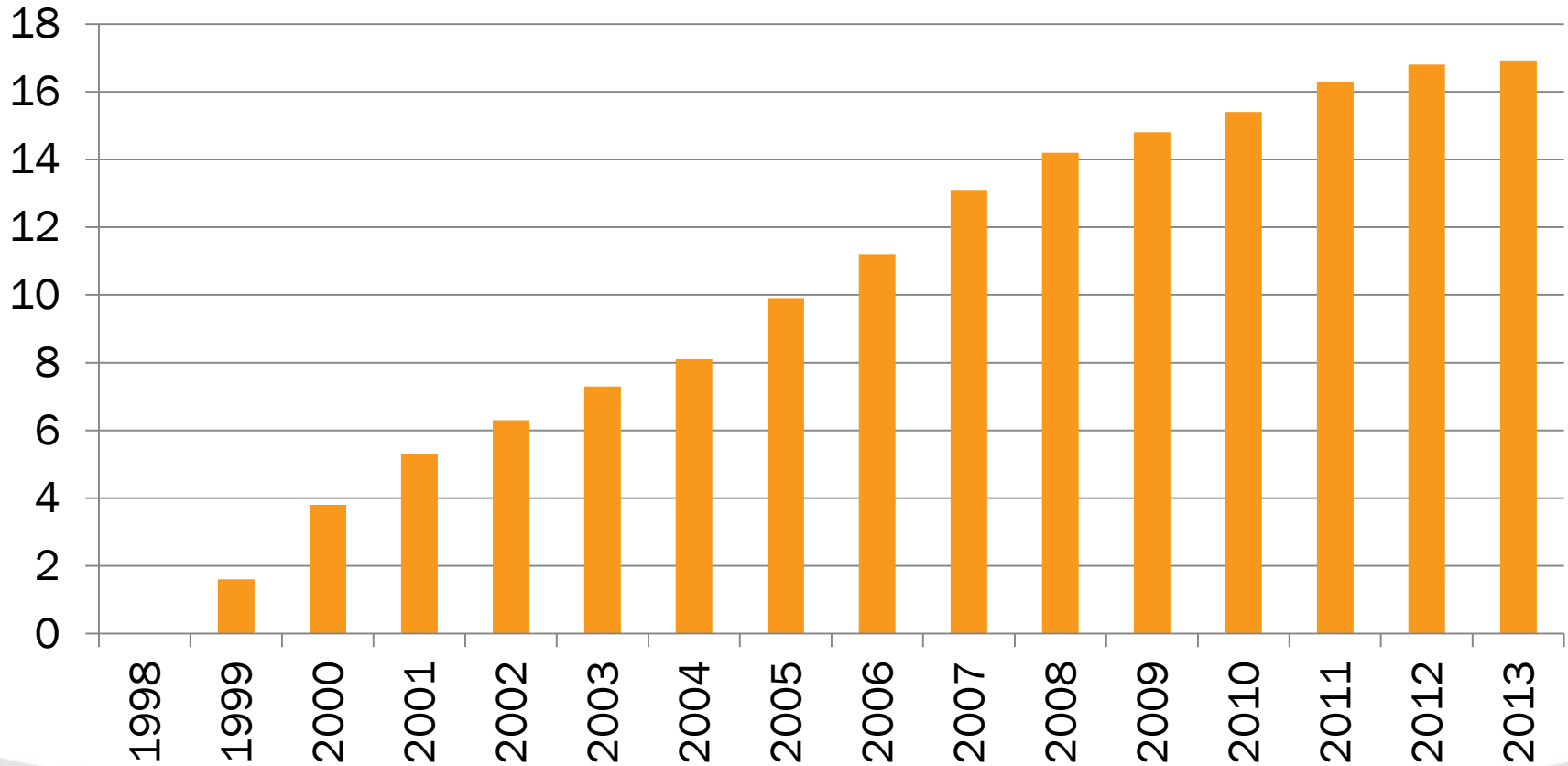


- Four Divisions
- 69,000 employees
- Total Annual Revenues \$15B+



TRAFFIC HAS GROWN STEADILY SINCE 1998 ...

Monthly Unique Visitors (MM)
AutoTrader.com



... AND WITH IT, DATA VOLUME AND COMPLEXITY

500 million page views per month

1 billion ad impressions per month

Thousands of click events

The screenshot shows the top navigation bar with links for 'Cars for Sale', 'Car News & Car Reviews', 'Local Dealers', 'Sell Your Car', 'Trade In Your Car', 'Leases', and 'Insurance'. Below this is a large banner for 'THE SWITCH' with a 'LEARN MORE' button. The main content area features a 'Find Cars for Sale' section with filters for location (Atlanta, GA) and price. Below that is a 'Certified Pre-Owned Car Research' section with a 'Find Certified Cars' button and a 'Compare Certified Pre-owned Car Programs' section. At the bottom, there's a 'Trade-In Marketplace' section with a 'Contact Us' button and a '3 easy steps to trade-in or sell your car.' section.

This is a detailed view of an advertisement for a 2014 Ford Fusion. The ad features a white car image on the left. The main text reads 'THE SWITCH' in large orange letters. Below this, it says '2014 FUSION' and lists features: 'Available rear view camera helps you to see what's behind you.', 'Available SYNC with MyFord Touch', and 'Available Active Park Assist helps you parallel park with confidence.' The pricing is shown as '0% APR FOR 60 PLUS \$500'. There's a 'GET THIS OFFER' button and a 'Claim disclosure' link. The ad also includes the Ford logo and the slogan 'Go Further'.

The 'Modify Your Results' sidebar contains several filter sections. The 'YEAR' section has dropdown menus for '1981' and '2015'. The 'PRICE' section has dropdown menus for 'Any Price' and 'Any Price'. The 'MILEAGE' section has a dropdown menu for 'Any Mileage'. Below these is an 'Update Results' button. The 'STYLE' section lists 'AWD / 4WD', 'Convertible', 'Luxury', 'Sedan', and 'Wagon', with a 'Choose more »' button. The 'MAKE' section has a 'Choose more »' button.

LEGACY SYSTEMS BUILT FOR ADVERTISER REPORTING

To view this email as a web page, click [here](#).

WE WORK FOR YOU **AutoTrader.com**

TRAFFIC REPORT

For further information on how your dealership is performing, please visit your dealer page at <http://dealers.autotrader.com>.

Local Shoppers Consumer Site / Mobile Site	Times Your Vehicle Appeared in Search Results *	Vehicle Detail Page Views *
299,458 / 32,704	244,708	4,988

How is Your Dealership Doing on AutoTrader.com?

Average Number of Vehicles Listed per Day	
New	321
Used	75
Total	396

Exposure
Times your vehicles were seen
Find Your Dealer search impressions

Activity
Detail page views for your inventory
Viewed map to your dealership
Printable ads requested
Clicks to your dealership
Clicks to your AutoTrader.com inventory
Find Your Dealer click-thrus

Prospects
Calls to dealership (888)275-4848
Emails to your dealership *
Chat Requests
Trade-In Marketplace External C
Trade-In Marketplace Internal C

* These metrics include mobile

If you have questions about this report, call 800-353-9350 or email dealers@autotrader.com

AutoTrader.com **WE WORK FOR YOU**

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Atlanta, GA 30309

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AutoTrader.com

DEALER SCORECARD USED

Local Shoppers*	Your Scarcity Index	Vehicles Listed
375,142 avg. last 90 days	132 avg. last 90 days	214 avg. last 90 days

Exposure & Inventory Quality*	Your Store	Your Market	Difference
Search Results Impressions (SRPI)	189,525	688	29%
SRPI / vehicle	885	688	29%
Vehicle Detail Page Impressions (VDP)	3,637	16	7%
VDP / Vehicle	17	16	7%

Listing Quality	Your Store	Your Market
Percentage w/ Price	94%	30%
Percentage w/ Multiple Photos	98%	24%
Avg. Number of Photos / vehicle	0%	0%
Percentage w/ Comments	100%	30%

Advertising Solutions	Your Store	Your Market
Avg. Spotlight Ads Available	5,118	
Avg. Spotlight Ads Used	0	
Videos Enabled	No	39%
Specials	No	0%

Shopper Activity*	Your Store	Your Market
Shopper Contact (phone, email, chat, TIM**, SCA)	29	
Shopper Engagement (MyATC vehicle saves, map views, clicks to dealer website)	133	
Total Shopper Engagement / vehicle	0.8	0.9
		12.5%

Inventory

Days in Your Inventory	Count
0-15	49
16-30	0
31-45	6
46-60	2
61-75	7
76-90	5
91+	11
Total	80

AutoTrader.com is here to help shoppers. To learn how to fully expose, visit autotrader.com/exposure

Please Contact:
Advertising Consultant

* Includes activity from mobile site (m.autotrader.com)
** Trade-In Marketplace
*** Secure Credit Application

AutoTrader.com

THE TUNE UP REPORT

Your Market

Market Overview

Local Shoppers	28,084
Minutes Per Visitor	17
Listings	20,945
Used	8,258
New	12,687

Your Performance

Used Car Averages

Your Store	Your Market
Days on Site: 25	53
Inventory: 91	46
SRPIs*: 633	788
VDPs*: 10	16

New Car Averages

Your Store	Your Market
Days on Site: 86	69
Inventory: 319	205
SRPIs*: 83	33
VDPs*: 0.76	0.24

* per listing

Used Car High Performers

Stock #	SRPIs	Days on Site**
2005 Ford Focus	3,236	31
2002 Ford Explorer	3,129	20
1999 Ford Mustang	1,625	9
2012 Ford Mustang	1,388	76
2012 Ford Mustang	1,200	27

** Days on Site: seven days or more.

Used Car Low Performers

Stock #	SRPIs	Days on Site**
2011 Ford E-350 and Econoline 350	118	17
2007 Ford Focus	129	11
2008 Saturn Ius	152	20
2006 Ford Mustang	123,377	152
2011 Lincoln MKS	154	33

** Days on Site: seven days or more.

Your Opportunities

Add Videos Only 1.5% of your vehicles have a video. 72% of shoppers are more likely to buy a product or service when a video is used. [learn more](#)

Use your Spotlight Ads You have used 3 out of 8 Spotlights available. Spotlight Ads receive 3 times more search results page impressions (SRPI) compared to regular listings. [learn more](#)

Aged Inventory The average age of your new car inventory is greater than the average in Palm Beach. Turn your inventory and influence car shoppers by implementing key online strategies. [learn more](#)

Custom Comments Custom Comments are a great way to tell your cars story, highlight your dealership and create a connection with car shoppers. Check to make sure you are leveraging this powerful tool with all of your vehicles. [learn more](#)

Best Practices Stay up-to-date with these and many other online best practices. Visit: WeWorkForYou.com/insights

TRACKABLE ACTIVITY


Phone Calls	Emails	Chat	Trade-In Marketplace	Map Views	VDP Printouts
0	6	N/A	N/A	25	14

View your full activity report on dealers.autotrader.com

AutoTrader.com is here to help you connect with and influence car shoppers. To learn how to fully optimize your branding and exposure, please contact:

AutoTrader.com **WE WORK FOR YOU**

INTERNAL ANALYTICS RELIED ON STATIC REPORTS AND COSTLY SELF-SERVICE ENVIRONMENT

Platform	Group	Cars Shown on SRL	Cars Shown on Vehicle Details	Cars Shown on Vehicle Description	Dealer FYD Email	Dea	Private	Private Seller			
AND	Dealer-New	19,539,422	564,244	60,531	-						
AND	Dealer-Used	102,733,953	4,815,239	565,520	-	1					
AND	Private Seller	11,535,365	668,763	141,851	-						
AND	Unknown (no Car ID)	1,365,930	88,270	10,002	109						
IPH	Dealer-New	40,391,045	1,198,616	119,102	-						
IPH	Dealer-Used	187,502,767	8,777,296	964,318	-	2					
IPH	Pri				-						
IPH	Un	 <p>The ultimate automotive marketplace.</p> <p>Select DMA(s):</p> <p>Hold Ctrl key to select multiple DMAs</p> <ul style="list-style-type: none"> ABILENE-SWEETWATER ADA-ARDMORE ALBANY-SCHENECTADY-TROY ALBANY_GA ALBUQUERQUE-SANTA_FE ALEXANDRIA_LA <p>Submit</p>				212					
MOB	De								-		
MOB	De								-		
MOB	Pri								-		
MOB	Un								381		

1. Date Range Begin (Required)

Enter a value (Date).

Your selection:

1/28/2014

The default selection is:

Today minus 1 Day(s) (1/28/2014)

2. Date Range End (Required)

Enter a value (Date).

Your selection:

1/28/2014

The default selection is:

Today minus 1 Day(s) (1/28/2014)

3. Report Fields (Attributes) (Required)

Choose objects from the list.

Look in:

Event

Search results:

- _Frequently Used Attribut
- Content
- Customer
- Date
- Event

IT AND PRODUCT CAME TOGETHER IN 2013 TO ADDRESS 3 FUNDAMENTAL ISSUES

SHARED ISSUE

High cost & time for Analytics

- Lengthy requirement sessions take up to 25% of Analysts time
- Time to market for Initiative analytics as high as 6-8 months

Gaps in supporting tools/ technologies

- Canned reports are of limited use
- Flexible and deep-dive analysis environment are needed

Unclear processes, roles & responsibilities

- Multiple teams with overlapping roles
- Variation in Initiation processes/ Guidelines

SOLUTION

Menu-based approach to requirements

Data visualization & advanced analytic tools

Organizational roadmap

HIGH COSTS WERE ADDRESSED THROUGH A MENU-BASED APPROACH TO REQUIREMENTS GATHERING

5 KEY BUSINESS QUESTIONS

Product
Penetration

How much did
we sell ?

Product
Utilization

To what extent
are customers
using it ?

Consumer
Exposure

How many
consumers see
it ?

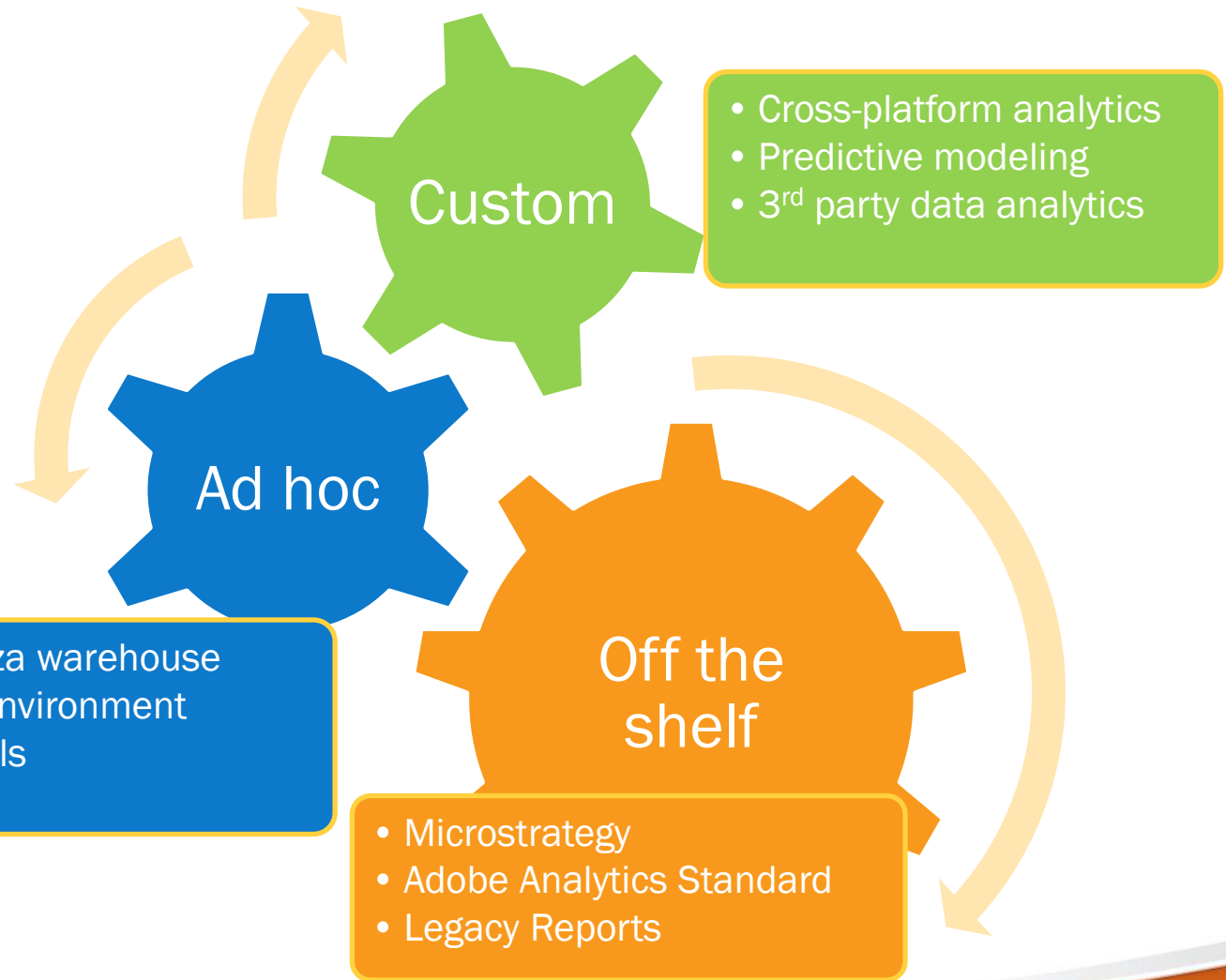
Consumer
Engagement

How engaged
were the
consumers ?

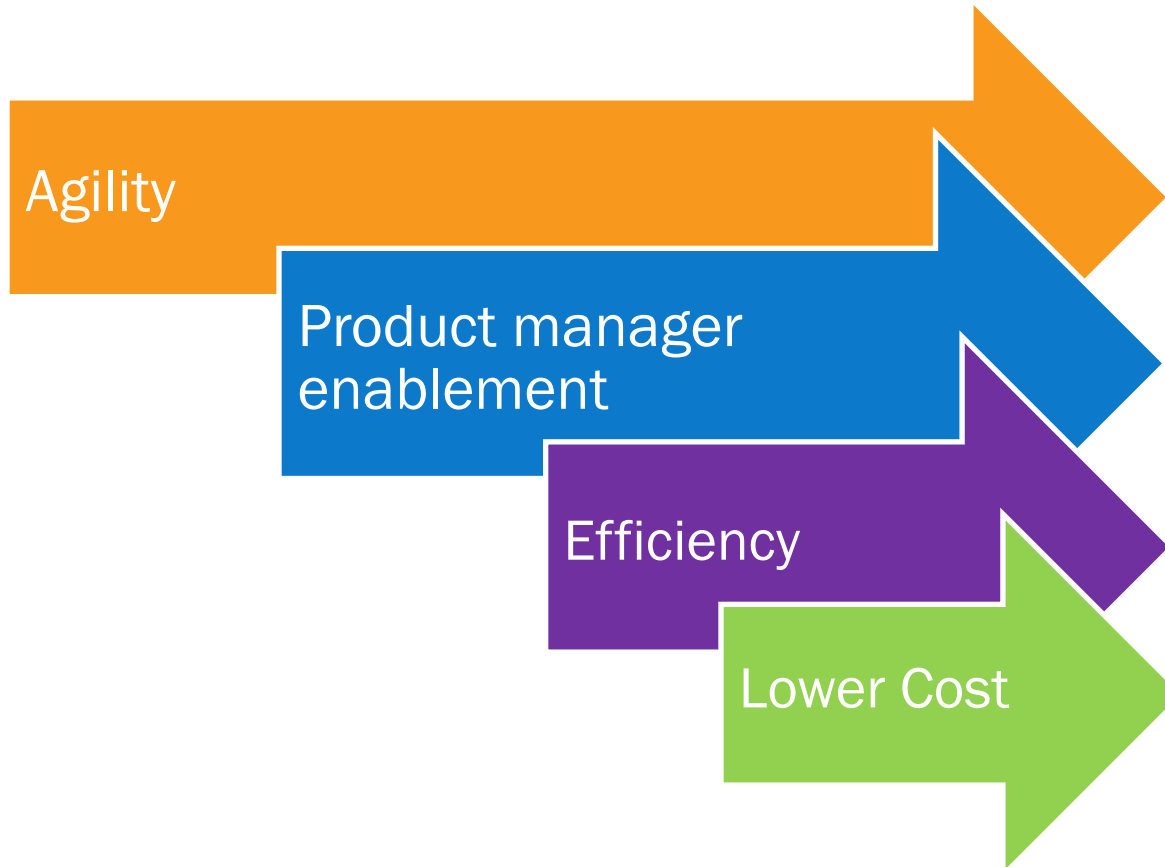
Conversion
Activity

Was the
intended value
realized ?

A DESIRED DELIVERY METHOD WAS IDENTIFIED FOR EACH ITEM



MULTIPLE BENEFITS ARE BEING REALIZED



Expected outcomes

- Shorter time to insights
- Greater autonomy for analytics team
- Accelerated product innovation
- Expected 20% reduction in BI cost

QUESTIONS?