THE EVOLUTION OF BUSINESS INTELLIGENCE AT AUTOTRADER.COM

O'REILLY STRATA CONFERENCE

FEBRUARY 11, 2014

AutoTrader.com

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

4 million cars

MISSION

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

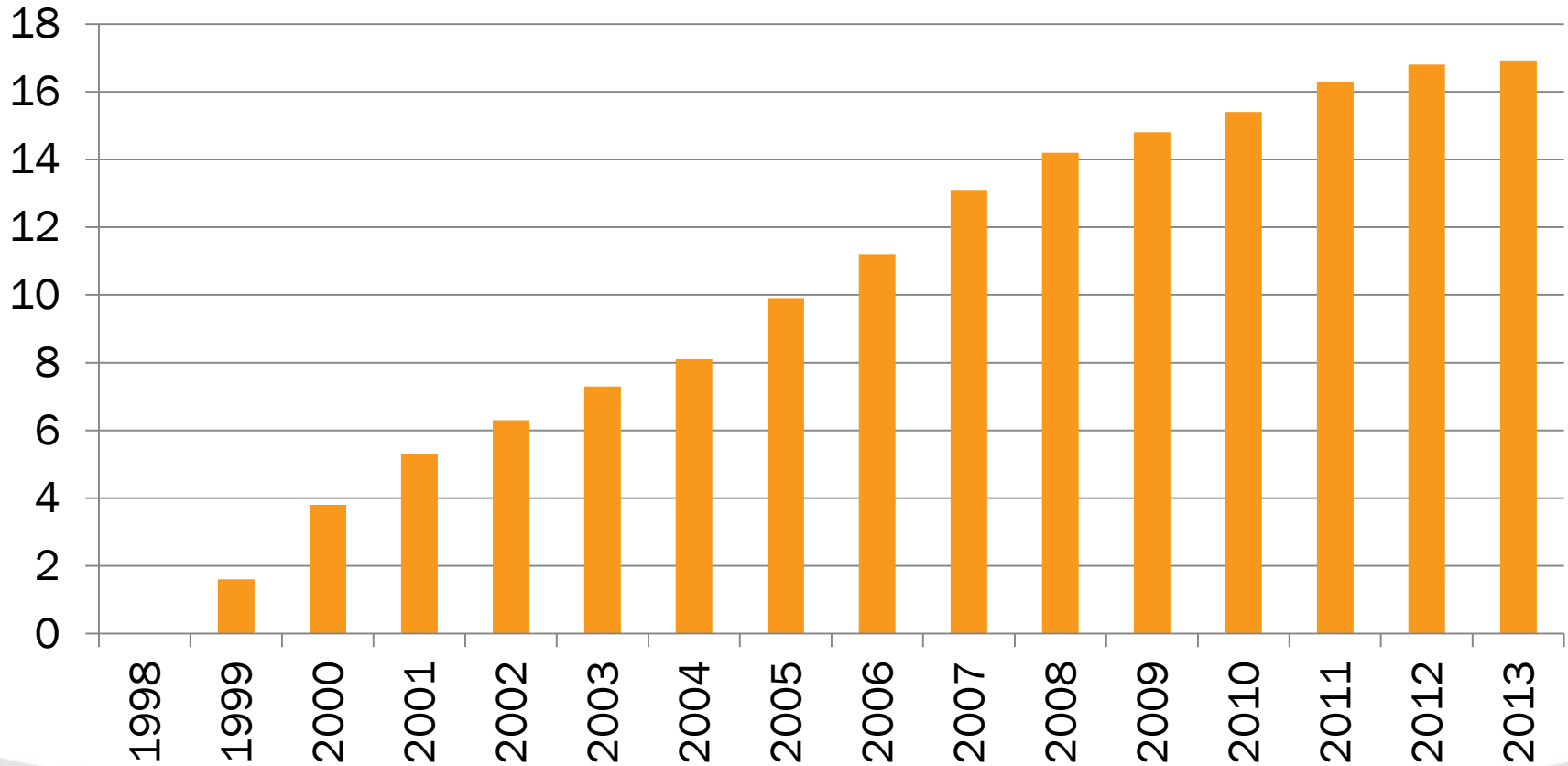# ATC IS PART OF AUTOTRADER GROUP, WHICH IS WHOLLY OWNED BY COX ENTERPRISES

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

TRAFFIC HAS GROWN STEADILY SINCE 1998 …

Monthly Unique Visitors (MM)
AutoTrader.com

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

LEGACY SYSTEMS BUILT FOR ADVERTISER REPORTING

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	Dealer Email	Private Seller	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			212				
MOB	De				-			
MOB	De				-	2		
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

AutoTrader.com®
The ultimate automotive marketplace.

Select DMA(s):

Hold Ctrl key to select multiple DMAs

ABILENE-SWEETWATER
ADA-ARDMORE
ALBANY-SCHENECTADY-TROY
ALBANY_GA
ALBUQUERQUE-SANTA_FE
ALEXANDRIA_LA

Submit

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

SHARED ISSUE

SOLUTION

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

Menu-based approach to requirements

Gaps in supporting tools/ technologies

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

Data visualization & advanced analytic tools

Unclear processes, roles & responsibilities

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

Organizational roadmap

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

5 KEY BUSINESS QUESTIONS

Product Penetration	Product Utilization	Consumer Exposure	Consumer Engagement	Conversion Activity
How much did we sell ?	To what extent are customers using it ?	How many consumers see it ?	How engaged were the consumers ?	Was the intended value realized ?

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A DESIRED DELIVERY METHOD WAS IDENTIFIED FOR EACH ITEM

Custom

- Cross-platform analytics
- Predictive modeling
- 3rd party data analytics

Ad hoc

- SQL queries of Netezza warehouse
- Exploratory Hadoop environment
- Data visualization tools

Off the shelf

- Microstrategy
- Adobe Analytics Standard
- Legacy Reports
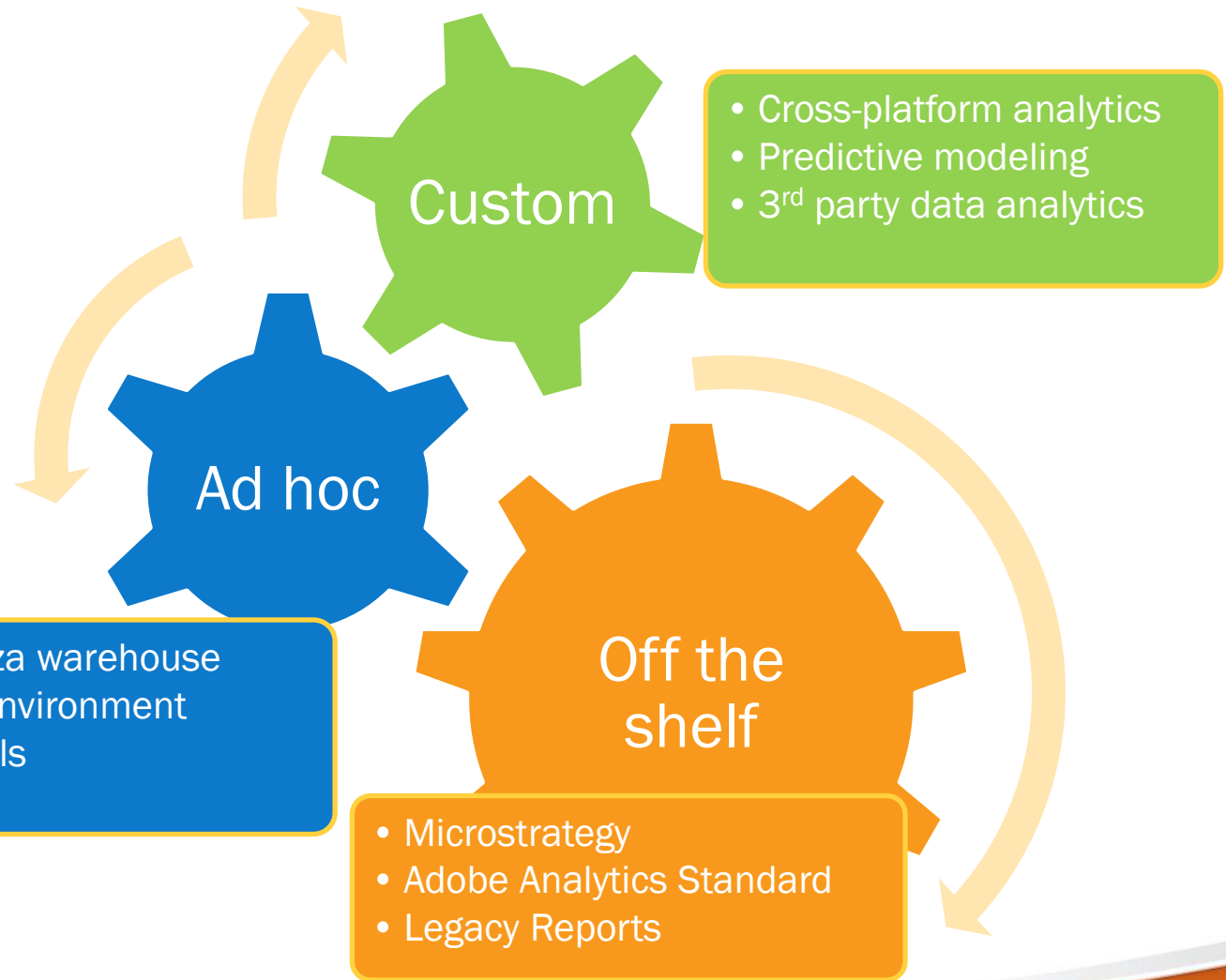
MULTIPLE BENEFITS ARE BEING REALIZED

Agility

Product manager enablement

Efficiency

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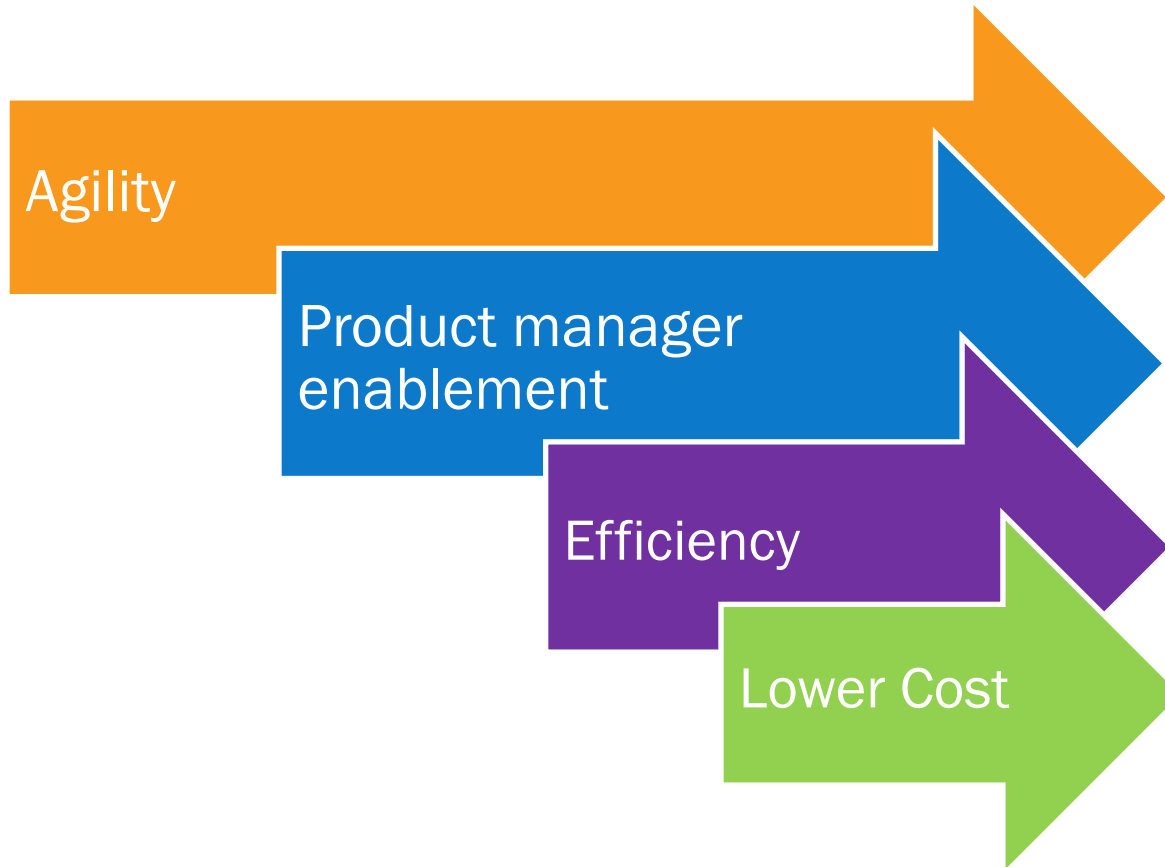
**Expected outcomes**
- Shorter time to insights
- Greater autonomy for analytics team
- Accelerated product innovation
- Expected 20% reduction in BI cost

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QUESTIONS?