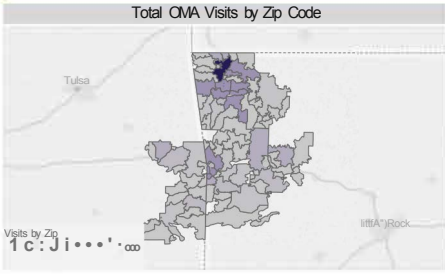


Explore the value Cars.com brings to you every day. Cars.com showcases your dealership and inventory to a quality in-market audience as they consider dealers and vehicle makes, putting you right where you need to be on line.

Site Activity Snapshot for Ft. Smith-Fay-Sprngdl-Rgr



**43,966**  
Total QMA Visits  
Feb 15 / Feb 14 **-18%**

**24.7%**  
10,864 Mobile Visits  
Feb 15 / Feb 14 **-55%**

**23,645**  
Visitors  
Feb 15 / Feb 14 **-19%**

With 30 million network visits each month, Cars.com puts your dealership in front of high-quality, in-market shoppers.  
Cars.com visit tracking: Wired and mobile

Your Vehicle Snapshot

# Vehicles	Vehicle Merchandising	Vehicle Exposure
68 Used	% with Price: 100%	95,213 Used SRPs Feb 15 / Feb 14 <b>-30%</b>
	% with Multiple Photos: 75%	2,517 Used VDPs Feb 15 / Feb 14 <b>-53%</b>
	% with Sales Notes: 99%	23,838 New SRPs Feb 15 / Feb 14 <b>-36%</b>
95 New	% with Price: 100%	251 New VDPs Feb 15 / Feb 14 <b>-12%</b>
	% with Multiple Photos: 99%	
	% with Sellers Notes: 100%	

Properly merchandising your inventory online is a fundamental part of digital marketing. It's just as important as how you merchandise vehicles on your physical lot.  
JD Power 2014 New Auto Shopper Study

Your Dealer Presence Snapshot

Dealer Impressions	Reputation Management
	<p><b>652</b> Dealer Impressions Feb 15 / Feb 14 <b>-48%</b></p> <p><b>4.7</b> Review Rating (Max 5)</p> <p><b>31</b> Review(s)</p> <p><b>31</b> Dealer Response(s)</p>

August through September 2014 showed BOT activity with Review pages

91% of car buyers indicated use of online review sites in their dealership selection process.  
Digital Air Strike, 2014 Automotive Social Media Trends Study

Your Connections Snapshot

Total Connections	Lead(s)	Contact(s)
	<p><b>118</b> Lead(s) Feb 15 / Feb 14 <b>-76%</b></p>	<p><b>185</b> Contact(s) Feb 15 / Feb 14 <b>-147%</b></p>

Half of consumers don't believe there is value in contacting a dealer prior to a visit, with most citing that it's unnecessary.  
C+R Research, Digital Influence in Automotive 2014