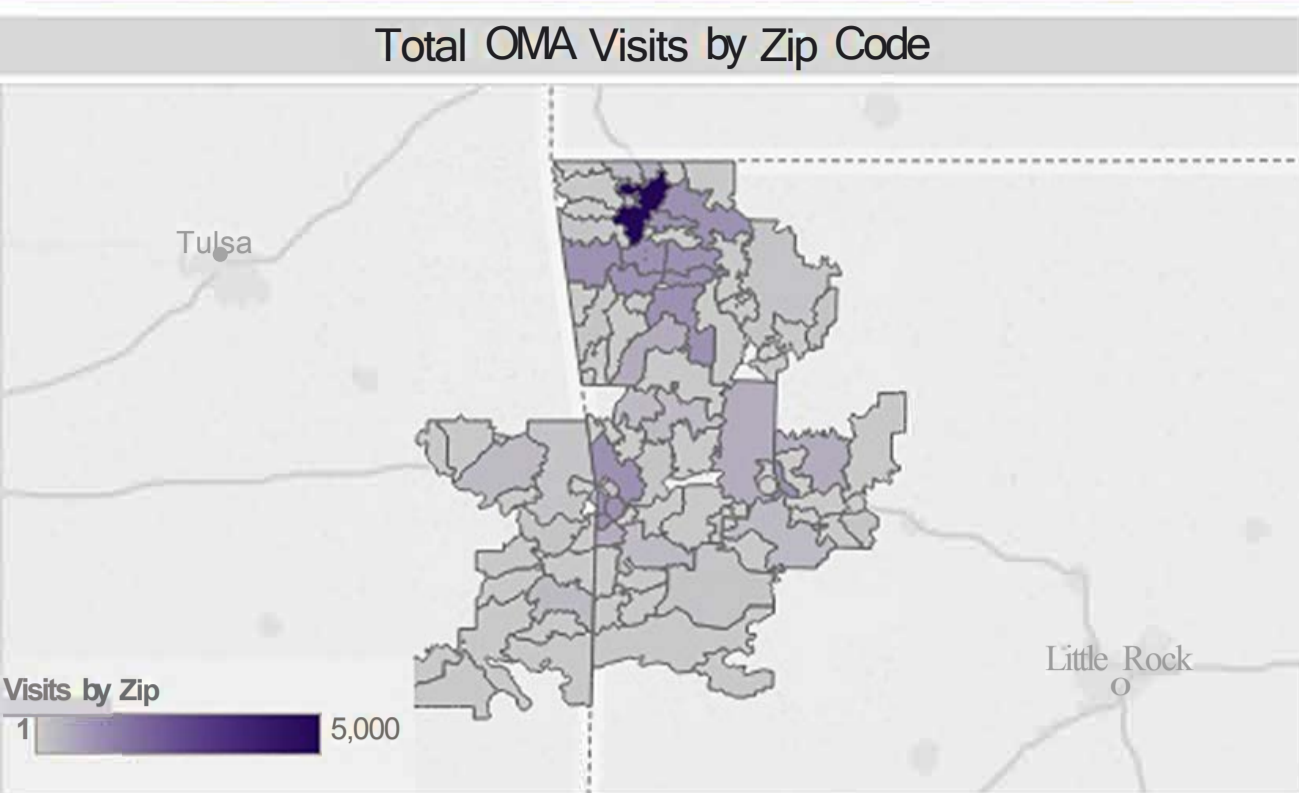


Dealer Dashboard - January 2015

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 online.

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



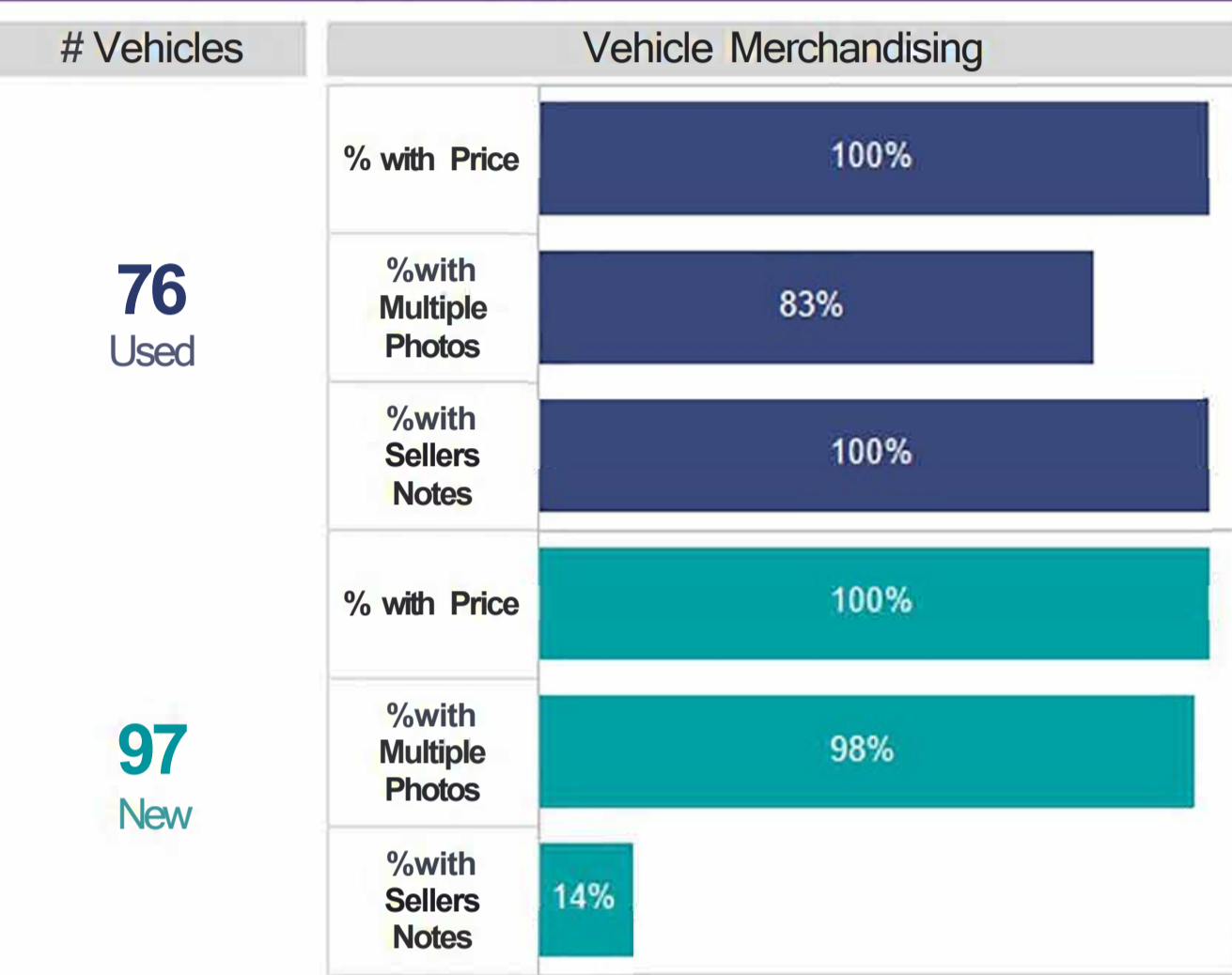
44,272
Total OMA Visits
A 250%
Jan 15 / Jan 14

26.0%
11,498
Mobile Visits
A 77%
Jan 15/Jan 14

23,721
Visitors
▲ 27%
Jan 15/Jan 14

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



109,603
Used SRPs
• 51%
Jan 15 / Jan 14

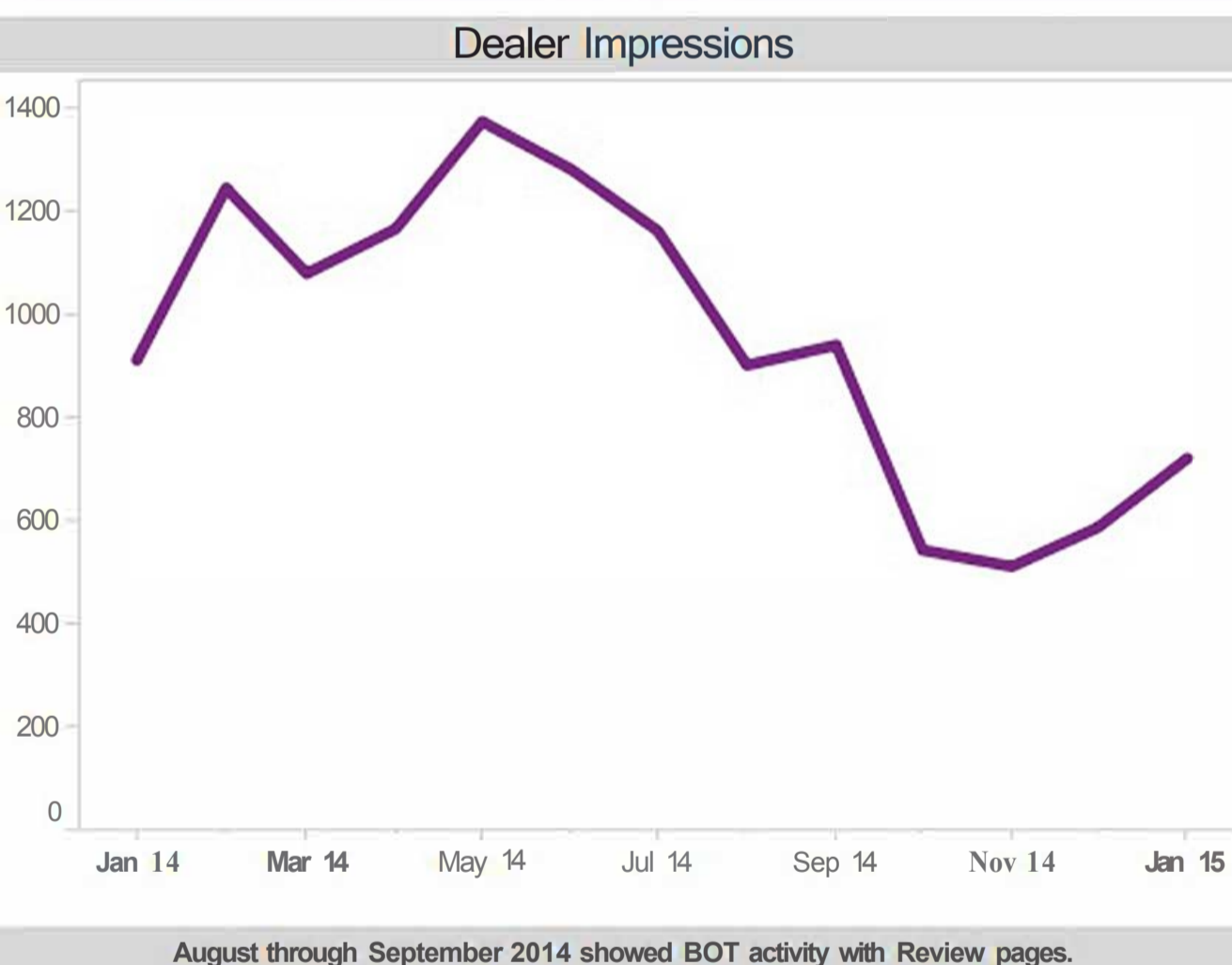
2,293
Used VDPs
A 45%
Jan 15 / Jan 14

26,292
New SRPs
• 40%
Jan 15 / Jan 14

268
NewVDPs
A 26%
Jan 15/Jan 14

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 Autosshopper Study.

Your Dealer Presence Snapshot



722
Dealer Impressions
▼ -21%
Jan 15 / Jan 14

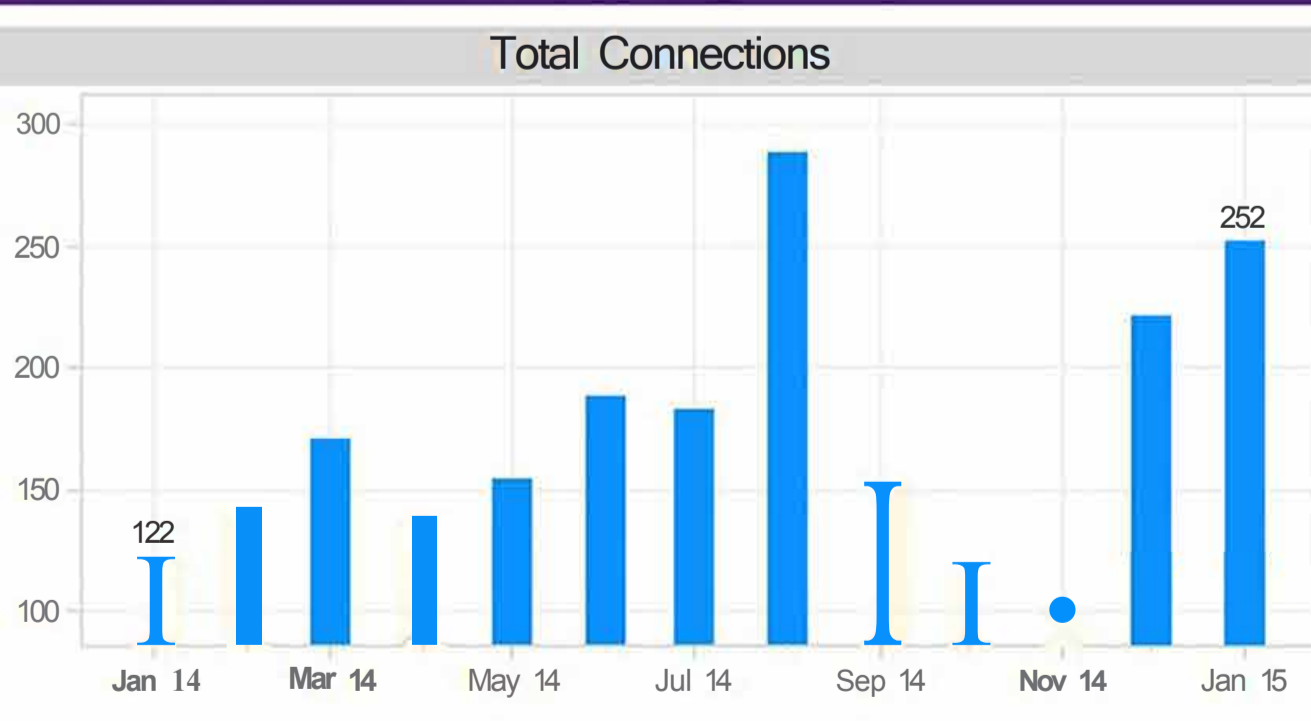
4.6
Review Rating
(Max. 5)

32
Review(s)

32 Dealer Response(s)

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

Your Connections Snapshot



148
Lead(s)
A 124%
Jan 15 / Jan 14

104
Contact(s)
A 86%
Jan 15/Jan 14

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 AutoUve 2014.