

Cars Social enables dealerships to leverage Cars.com's powerful audience of in-market shoppers for hyper-targeted, local social retargeting ads on Facebook and Instagram. The dynamic carousel ads target shoppers who previously researched inventory on Cars.com and then matches them to that specific searched vehicle, or like inventory, on the dealer's lot. The retargeting ads are used to either move the customer further down the funnel or serve them a call-to-action that results in a lead submission. All Facebook and Instagram leads are routed directly to the dealer's CRM and specific vehicle information is delivered so the salesperson can pursue a meaningful conversation with the shopper. During testing, Cars Social drove an 80% unique audience, using the first-party data of visitors to Cars.com; a database which cannot be purchased or accessed anywhere else. For each unit purchased, campaigns are optimized to receive 25 leads and 400 website transfers per unit.

The Problem:

Advertising to the masses on social media would consume the dealer's budget and result in significant waste. Across Facebook and Instagram, consumer engagement averages at least one hour per day; they are actively engaged and constantly on. The trick is wading through the millions and finding the 15-18% of the market who best match the dealership's inventory and enticing that lead. Dealers have experienced headaches with Facebook not being 'CRM friendly' and often find they are compelled to download separate excel files to retrieve leads. Another problem is that normal Facebook 'in-market' audiences often fail to deliver significant improvements over simple local targeting by radius around the dealership. The product gives dealers what could be considered the highest quality targeting list that can be deployed on Facebook and Instagram.

How It Works:

Most dealers are already doing some first-party advertising on Facebook. Cars Social is meant to amplify their efforts, reaching unique viewers that have never been to the dealer's website. Cars Social allows dealers to have access to the Cars.com in-market audience and all the data of 'who is searching for what vehicle' on the Cars.com platform. Cars Social extends that in-market knowledge to social media, creating unique ad units that drive connections

Cars Social

Digital ad product that serves native ads offering real-time, relevant inventory to consumers on Facebook and Instagram while leveraging the unique, unduplicated audience of Cars.com.



"We've seen our leads and out traffic triple. The leads come right into our CRM. It's constantly our highest lead provider. We see the value in it and we're glad we have it."

Dustin Collins
Director of Operations
Bill Kay Chevrolet & Ford



www.Cars.com

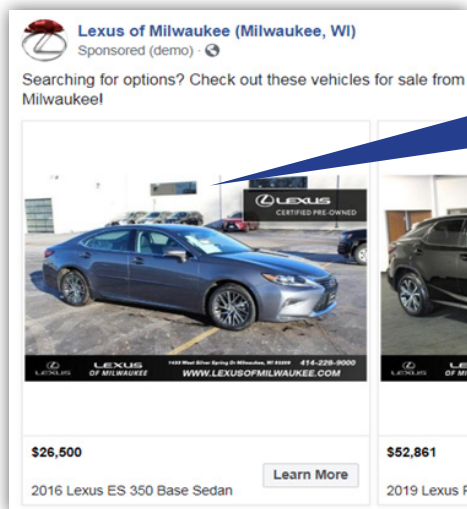
"Cars Social has been one of the fastest-selling products in Cars.com history, building a customer base of 1300+ dealers in only 18 months. This product leverages the powerful in-market audience of CARS to deliver an average 4X more quality leads. It's a win-win-win for shoppers, sellers, and CARS."

Brooke Skinner Ricketts
Chief Experience Officer
Cars.com

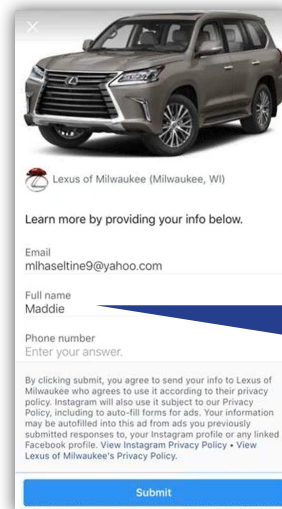
with the storefront. This distinct advantage for the dealer allows them to confidently retarget the shopper on Facebook and Instagram with messaging relevant to their previous searches. The dynamic carousel ads that are delivered can turn connections into conversions in just two clicks. Leads are routed directly to the dealer’s CRM while website transfers are delivered directly to the matching vehicle listing on the dealer’s website.

Analyzing Consumer Intent. Cars Social analyzes signals from consumers to determine if they are low funnel shoppers: Are they ready to submit a lead and visit the store? Do they need to be provided more content in order to make their decision? Based on those signals, Cars Social delivers different ads: 1. Low-funnel shoppers are delivered a lead form – prepopulated with the consumer’s Facebook account information and in two clicks, their lead can be submitted. 2. For the mid-funnel shopper still researching, they are provided the opportunity to link directly to a VDP on the dealership’s website, and can compare that vehicle with other inventory at the dealership.

Delivery of the ads takes into consideration where the consumer is on their path to purchase. If that shopper has looked at vehicles that match the dealer’s inventory, Cars Social can serve them a conquest ad and expose them to relevant inventory.

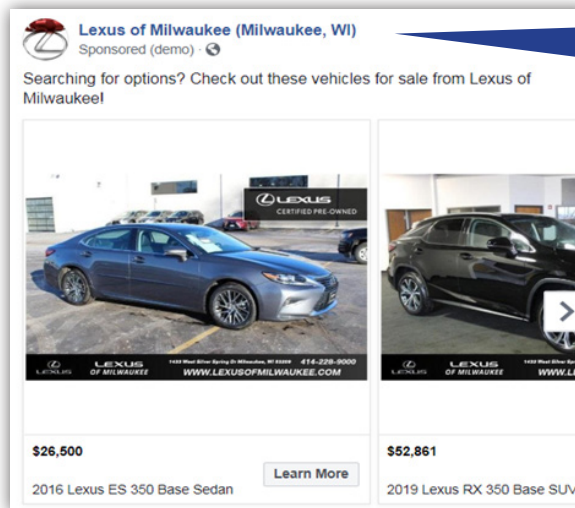


These Facebook carousel ads feature dynamic inventory branded to the dealership. This low funnel shopper is provided the lead form submission experience.

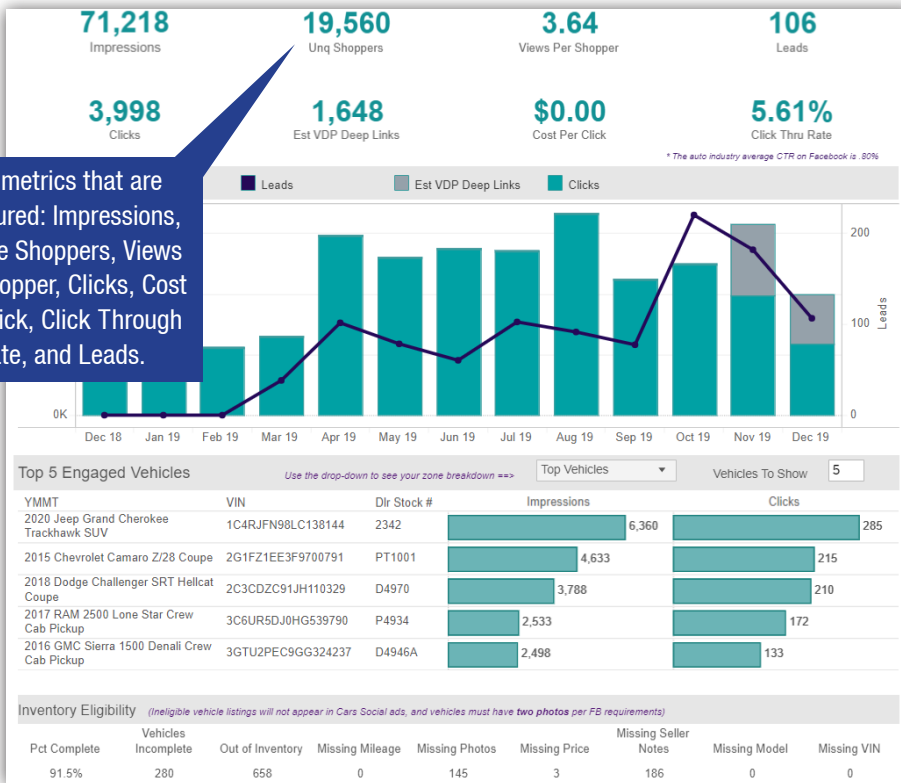


Cars Social is seamlessly integrated with Facebook, allowing shoppers to submit their already preloaded contact information directly on the ad. The dealership sees, on average, at least 25 leads per month.

Capturing Mid-Funnel Shoppers. For shoppers who want to explore vehicle details first, each vehicle in the dealer’s ad is automatically linked to its corresponding VDP on the dealer’s website - not back to Cars.com - driving the buying journey forward towards the dealership. Dealerships average 400 website transfers per month.



Ads are branded to the dealership.



Key metrics that are measured: Impressions, Unique Shoppers, Views per Shopper, Clicks, Cost Per Click, Click Through Rate, and Leads.

Reporting. Dealers refer to three key metrics on the reporting:

1. The number of clicks on the ads,
2. How many leads were driven, and
3. How many deep links were driven.

Because a specific UTM code is tied to every Cars Social ad unit, Social Media Account Managers can review the dealer’s Google Analytics report and see the quantity of unique referrals they are receiving from Cars Social. Website traffic will appear in Google Analytics under source: cars.com.

Cars Social ONLY website traffic will appear in Google Analytics under campaign: cars social. Leads are tied to removed inventory so engagement can be tracked to a sold vehicle.

Turnkey Solution. A team of dedicated Social Media Account Managers at Cars.com optimizes campaigns and sets up data feeds. Facebook and Instagram have different requirements than other third-party listing sites, including two photos on every vehicle and sellers’ notes. The better the merchandising, the better the success rate. Cars.com consults with dealers on how to maximize their inventory exposure, ensuring every vehicle on their lot is eligible to appear within the ads.



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