



Taking The Guesswork Out Of Online Automotive Advertising



Online Advertising is **Essential**

In 2009, **77%** of pre-owned vehicle buyers used the Internet in their buying process.

J.D. Power and Associates

By 2014, **53%** of total retail sales will be affected by the Web (online and web-influenced), as consumers increasingly use the Internet to research products before purchasing.

Forrester Research U.S. Online Retail Forecast 2009 - 2014

The **Benefits** of Online Advertising

Why is there a need for your business to be online?

- The Internet has transformed different industries through its effectiveness in distributing information quickly, facilitating faster product placement with consumers, and allowing transactions to be almost instantaneous.
- According to JD Power 2004-2008 NewAutoShopper.com study, **75% of New Car Buyers use the Internet in their shopping process.**
- However, despite this large number of consumers at the table, only 22% of New Car buyers engage in request-a-quote email activity.

WHY?

The Area Of Opportunity

The reason for the low online quote request is simple...it's due to overly enthusiastic focus on electronic lead forms.

- According to a recent 2008 Dealer Brand Image Study & Northwood University Dealer Walk-In Study, 80% of car shoppers who walk through a dealership's doors do not establish contact with the dealer prior to their initial visit.
- Despite the changes in technology, consumers still need to make the same decisions, and it appears the automotive industry needs to move more quickly to embrace and leverage the Internet as an "influencing medium".

So, where's the area of opportunity?

In the INFLUENCE

Influence = effective deliverance of information with a compelling message.

The Measuring of Influence

According to a 2009 Dynamic Logic Study, online research can reveal impact on awareness and performance

- When consumers were asked what primarily led them to purchase a new or used vehicle, 51% said the Internet.

So, now what? How can your dealership best reach local consumers?

It's simple...

ChattanoogaHasCars.com



The Influence of ChattanoogaHasCars.com

- When someone comes to ChattanoogaHasCars.com, they come there because they are in the market for a new vehicle.
- They may not know what kind, new or used, lease or buy but they know they need a car.
- What they find when they get to our site helps them decide where and what they buy next.
- There are a number of ways you can use our site to influence them from video to targeted banners and of course a full presentation of your inventory.
- We get almost 80% of the Chattanooga market's interactive shoppers in any given month.

Bottom line - if you aren't there,
you can't impact them.

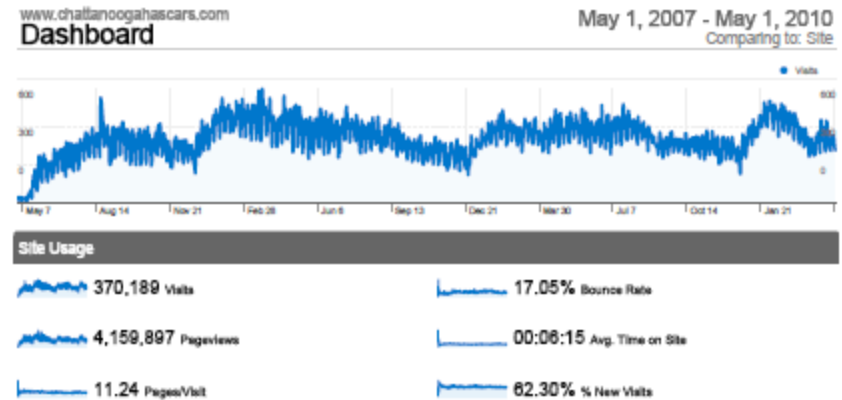
ChattanoogaHasCars.com

The screenshot shows the ChattanoogaHasCars.com website. At the top, there's a navigation bar with links for Home, By Owner, Under 10K, Buyers, Sellers, and My Account. Below that is a 'Browse by Category' section with links for Autos, Trucks, SUVs, Vans, Boats, RVs, and Motorcycles. A search bar is visible with options for Register, Login, Payment Calc, Advanced Search, Find a Dealer, Help/FAQ, About Us, and Contact Us. The date is Friday - July 16, 2010, and the time is 1:10:43 PM ET. Below the navigation is a GreenRepairNow.com banner with the text '1 in 7 drivers will have an accident this year. If you are one of those unfortunate drivers, insist on a 'green' repair.' There are two search forms: 'Search New Cars' and 'Search Used Cars', both with dropdown menus for Category and Make, and input fields for Minimum Price, Maximum Price, and Zip Code. To the right is a 'WE HAVE LOANS!' banner for Tennessee Valley Federal Credit Union, advertising AS LOW AS 4.75% and a 'CLICK HERE TO APPLY' button. Below the search forms are several promotional banners: 'DEALERS' with 'WANT TO FEATURE YOUR INVENTORY' and 'CLICK HERE TO BEGIN'; 'HAVE A VEHICLE TO SELL?' with 'Up to 10 Photos • Complete Description • Add Video' and 'CONNECT WITH LOCAL BUYERS!'; and a 'GEICO' banner with 'Get a free quote. Get it your way.' The bottom right corner shows the 'brewer media' logo with the tagline 'everywhere. every day.'

brewer media
everywhere. every day.

Why ChattanoogaHasCars.com?

- Since May 2007, ChattanoogaHasCars.com has had well over a million dollars invested in print, radio, TV and outdoor advertising.
- Month to month we are consistently used by about 80% of the local interactive shoppers.
- Our months are like your months; in some of the dark days 2009, we were hard pressed to get 8,000 visitors a month.
- When things are good, 12-15,000 visitors is our average, with our record as just over 18,000.
- Bottom line; in the last 3 year, over 369,000 car shoppers have viewed over 4.1 million pages on our site.
- Two more things to note;
 - People know where they are going when they come to ChattanoogaHasCars.com, with only 17% bounce rate.
 - The average person spends more than six minutes on the site and looks at more than 10 vehicles.



Why ChattanoogaHasCars.com?

- Scarborough Research is the premier source for consumer shopping insights. They measure the shopping patterns, lifestyles and media habits of consumers locally, regionally and nationally.
- A Media Rating Council (MRC) local and regionally accredited service, media and marketers use Scarborough data to buy and sell media, acquire and retain customers, develop business plans and increase market penetration.
- Scarborough is the gold standard for qualitative media measurement and research.
- This is why ChattanoogaHasCars.com is happy to have a website that “made the book”. We now have a rolling 12-month average under the category of “Households May Shop to Buy a New/Used Vehicle”.
- *And while we were ranked second in the Chattanooga market behind AutoTrader, we easily outranked Vehix, TFP Auto and Cars.com.**
- Bottom line; according to the same Scarborough research, ***ChattanoogaHasCars.com reached over 58,200 people in the market for a new or used vehicle between last October and September***, the last release available.
- If you listed your vehicles on ChattanoogaHasCars.com, those customers could have been your customers.
- ***Last month, ChattanoogaHasCars.com reached over 12,000 local car shoppers.*** If you believe the NADA formula, that 3% of the market is shopping for a car in any given month, ***we are reaching over 80% of the interactive shoppers in the market.***
- ChattanoogaHasCars.com is a tremendous addition to not only your interactive marketing, but, your overall marketing efforts as well.

*Scarborough Release 2 Oct08 - Sep09 Adults 18+

The ChattanoogaHasCars.com Difference



- ChattanoogaHasCars.com is an arm of the Chattanooga Traffic Network. This news service broadcasts traffic reports on 18 local radio stations and the 3 leading television stations during prime, drive times.
- We promote ChattanoogaHasCars.com over 400 times each month in messages that reach over 70% of the adults in the Chattanooga Metro.
- We have done this consistently since May of 2007, which is why ChattanoogaHasCars.com is one of the top ten local brands in name recognition.
- By using our listing service, you are out front on the leading local automotive marketplace.
- Your featured listing with us gains you local automotive shoppers in a cost effective campaign that piggybacks on one of the largest campaigns in Chattanooga.



Call Letters	Station Name	Frequency	Location	Format
WALV FM	ESPN Radio	105.1	Chattanooga	Sports Radio
WBDX FM	J103	102.7	Chattanooga	Religious
WDEF AM *	Fox Sports	1370	Chattanooga	Sports Radio
WDEF FM *	Sunny 92.3	92.3	Chattanooga	Adult Contemporary
WDOD AM *	Ruby 1310	1310	Chattanooga	Sports
WDOD FM *	The Mountain	96.5	Chattanooga	Rock
WDYN FM	WDYN Radio	89.7	Chattanooga	Religious
WGOW AM *	News/Talk	1150	Chattanooga	Talk
WGOW FM *	Talk Radio	102.3	Chattanooga	Talk
WPLZ FM	News/Talk	95.3	Chattanooga	News/Talk
WJTT FM	Power 94	94.3	Chattanooga	Urban Contemporary
WLLJ FM	J103	103.1	Cleveland	Religious
WMBW FM	Moody	88.9	Chattanooga	Religious
WMPZ FM	Groove 93	93.7 / 93.3	Chattanooga	Urban AC
WNOO AM	Glory 1260	1260	Chattanooga	Religious
WOGT FM *	The Duke	107.9	Chattanooga	Country
WSKZ FM *	KZ 106	106.5	Chattanooga	Classic Rock
WUUQ FM	Classic Country	97.3 & 99.3	Chattanooga	Classic Country

*Some restrictions apply.

Using ChattanoogaHasCars.com

- Our site is designed to be easy to use and simple to maintain. If you use a third party photo provider, such as Dealer Specialties or Big Voice, it's automatic.
- We update their feeds every night to keep our inventory fresh. If you upload pictures, we have batch uploading featured and Chrome IQ VIN decoding available to make your job easier.
- Each month, you will receive a report from ChattanoogaHasCars.com that contains some important local information. Other third party site and auctions give you regional information, but, only ChattanoogaHasCars.com delivers local information from local buyers.
- Each month we get between 10 and 15 thousand local automotive shoppers, well over 80% of them from within 50 miles of your dealership. Each one views about 10 pages and spends around 6 minutes on our site. We capture this information and present it to you in 3 different charts.

[Create New Auto Ad](#)

[Vehicle Email Alerts](#)

Active Ads - Ads Currently Running				
Action	VIN	Ad Title	Start Date	End Date
Edit Stop Delete View ⓘ	1GNEK13Z73R250827	2003 Chevrolet Tahoe Z71	4/30/2007	5/31/2007
Edit Stop Delete View ⓘ	1GTEK14T12Z186804	2002 GMC Sierra C/K1500 SLE	4/30/2007	5/31/2007
Edit Stop Delete View ⓘ	2HGES16394H542269	2004 Honda Civic Sedan	4/30/2007	5/31/2007
Edit Stop Delete View ⓘ	KMHCHN46C47U087598	2007 Hyundai Accent GLS Sedan	4/30/2007	5/31/2007

Using ChattanoogaHasCars.com

- The first are your analytics for response. It shows how many people viewed how many of your pages. It also shows how many direct responses you got from our site. Because we are a local site, this number tends to be smaller than some of the regional sites. Local people are more likely to find the vehicle they are looking for and then visit your lot directly.

Your Activity	
Viewed Ad Details	5817
Viewed Your Entire Inventory	293
Contact Seller Function Used	9
Email Ad to Friend Function Used	7

- The second chart shows your hottest cars. This is the best way to see not only what is getting attention in your inventory, but, you can use the third party graph to match your inventory to what the overall market is looking for.

Your Hottest Cars (Ranked by number of times shoppers viewed listing details)				
Stock #	Vehicle Description	VIN	Sales Price	Viewed Details
52455C	2004 Ford Explorer	1FMZU63K54UB92151	9900	521
634613	2008 Jeep Wrangler	1J4GB39198L634613	0	229
52521	2007 Chevrolet Tahoe	1GNFC13J57R161436	0	186
90056Z	2003 Ford Ranger	1FTYR14U73PA30538	8900	161
52337	2007 Chevrolet Cobalt	1G1AL55F077254081	0	159
9214A	2005 Mitsubishi Outlander	JA4LZ31F55U017734	10500	126
90100Z	2005 Nissan Xterra	5N1AN08W05C630620	0	115
DT100001A	2006 Jeep Grand Cherokee	1J4HR58NX6C185682	0	109
9121C	2009 Dodge Ram Pickup 1500	1D3HB18T19S9787339	0	105
9118Z	2007 Volkswagen New Beetle	3VWEW31C37M509454	0	99

- Our third chart shows what is getting looked at by all of our site visitors. It is cumulative for the month.

The Top 10 Vehicles in the Market

(Ranked by number of times shoppers viewed listing details)

- | | |
|----------------------------------|-----------------------|
| 1. Honda Accord 2010 | 6. Ford Explorer 2004 |
| 2. Honda Civic 2010 | 7. Toyota Tacoma 2010 |
| 3. Ford F-150 2010 | 8. Ford F-150 2008 |
| 4. Toyota Corolla 2010 | 9. Toyota Camry 2011 |
| 5. Chevrolet Silverado 1500 2010 | 10. Volvo S 70T 1998 |

NEW to ChattanoogaHasCars.com

In our continued efforts to reach consumers at their peak decision making point, ChattanoogaHasCars.com is adding a new feature through Contact At Once! Contact At Once will enable us to offer new enhanced services to you, while driving more value from your current site.

- Visual cues drive response
- Dynamic visitor experience based on “presence”
- Next gen lead types
- Lead stimulation tools
- Integrated Provisioning
- Integrated Lead Reporting
- Front-line advertiser support

- Comprehensive bundle of tracked lead channels for each advertiser
 - Instant Messaging (IM)
 - VoIP
 - Live Video
 - Click-to-call
 - Tracked phone numbers
 - Enhanced “contact us” forms
 - SMS text messages

NEW to ChattanoogaHasCars.com

ENHANCED ADS

Drive higher conversion rates with presence cues

The screenshot shows a car listing for a 2005 Honda Odyssey/EX. The listing includes a 'Publisher Logo' in the top left, a navigation bar with 'HOME', 'FIND A VEHICLE', 'FIND A DEALER', 'SELL A VEHICLE', 'RESEARCH', and 'E-MAIL ALERTS'. The main content area features a 'QUICK SEARCH' section, a '2005 Honda Odyssey/EX' listing with a price of \$30,866, and a 'Honda of Seattle HONDA DOWNTOWN' advertisement. The advertisement includes a 'Click to Call' button, a 'Live Help?' button with a representative's photo, and a 'Tracked Number' pop-up window for Marc Hayes of Global Cars. The pop-up window contains the text: 'Marc Hayes of Global Cars is available to answer your questions now!', a phone number '(866) 235-5469', and buttons for 'Click to Call' and 'Instant Message'.

IM with VoIP & Video

Visual indicators show site visitor a representative is online

Click-to-Call Icon

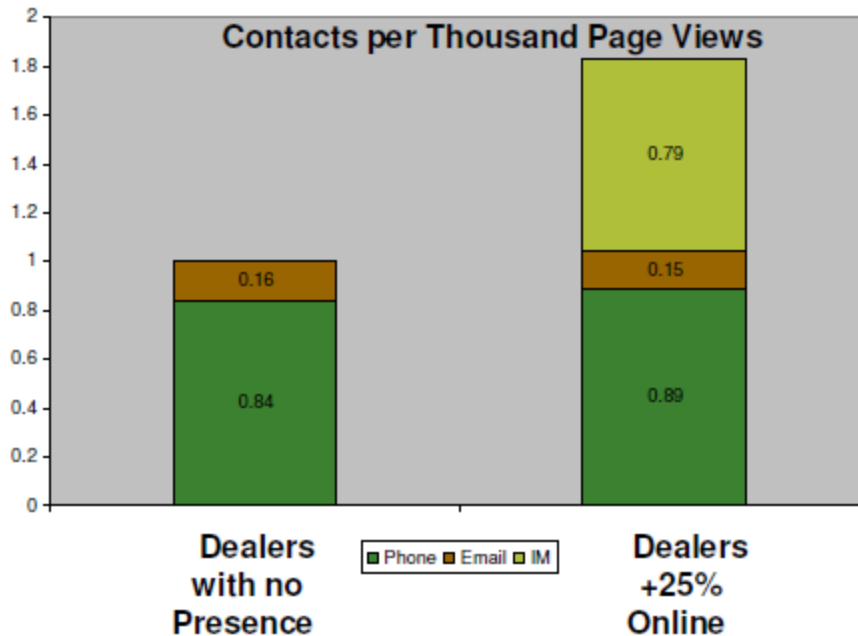
Tracked Number

All artwork may be specified by Publisher

NEW to ChattanoogaHasCars.com

LEAD STIMULATION

More Leads



Aggregate Information for automotive publisher sites

Better Leads

Dealer Consensus
Lead Quality Ranking

1. Phone
2. IM*
3. Email

*IM preferred over email because it enables the ISR to engage a site visitor interactively while that person is still looking at a specific vehicle on a specific web page

NEW to ChattanoogaHasCars.com

CALL TRACKING FEATURES

- Toll Free or Local Numbers
- Whisper announcing lead source
- Integrated reporting
- Integrated provisioning
- Call recording available
- Name & Address lookup available
- Different numbers for print and online ads or other



Call Tracking

Your Opportunity

Bottom Line

ChattanoogaHasCars.com is an asset to any automotive marketing campaign; it is fully featured, easy to use and a great value. Our platinum package which includes the following marketing opportunities:

- *A featured listing (featured vehicles are highlighted both at the top of the home page and at the top of search pages) and includes up to 10 pictures per vehicle for only \$495 per month.*
- *Instant Messaging (IM) and Voice Over Internet Protocol (VOIP) is available for only \$100 per month.*
- *A rotating banner on ChattanoogaHasCars.com is available for \$200 per month.*
- *A video banner on ChattanoogaHasCars.com is available for \$300 per month.*

After discussing your marketing goals, ask your ChattanoogaHasCars.com representative for an assessment of which marketing opportunities will best suit your needs, and get

ChattanoogaHasCars.com working for you today!