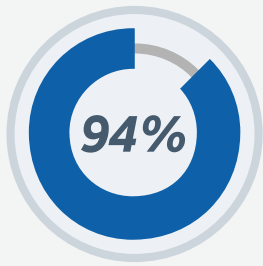




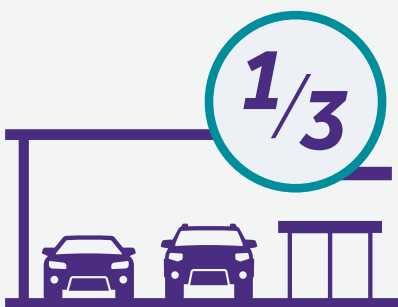
**CARS.COM IS HERE TO HELP YOU WIN.** And a properly executed marketing strategy is key to helping you do just that. Are you getting the most return from your SEM (Google AdWords) investment? Here are a few stats to keep in mind as you build your full marketing plan.



**94%** of franchise dealers said AdWords is a **required investment** as part of their SEM strategy.



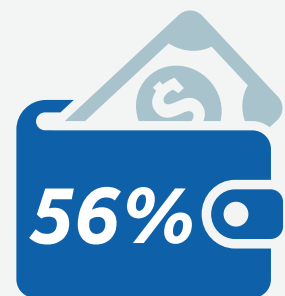
OEMs use partners to choose which agencies are certified to run AdWords campaigns and other dealer services that are either required or co-op eligible. As a result, **these partners extract a high commission of AdWords gross profit** for dealers to be part of co-op programs.



**1/3 of dealers** plan to change their AdWords agency within the next year.



**40% of dealers** believe agencies aren't doing enough to provide useful, meaningful reporting for their AdWords buys.



Google AdWords account managers repeatedly ask for an increase in AdWords spend from dealers, with **56% of dealers indicating they were asked within the last six months.**



**50%** of dealers indicate that the ROI received from their AdWords spend meets their expectations. **28%** feel ROI is below expectations.



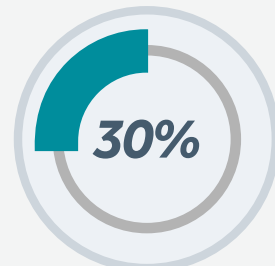
**46%** spend more than \$1,000 a month on AdWords; **49%** spend less than \$1,000 and **5%** don't know their current AdWords spend.



**32%** of dealers who stopped using AdWords chose to do their own SEM campaigns and manage them internally, with **21%** of dealers saying they quit because of the price of AdWords.



78% of dealers surveyed indicated that **third-party vendor sites like Cars.com are a required part of a successful digital ad campaign.**



**An estimated 30% of Google AdWords investments are poorly executed**, and more than half of website platforms lack complete conversion tracking visible in Google AdWords and Google Analytics.

Today's most successful digital marketers are taking a hard look at their SEM spend and how to better target in-market shoppers. Talk to your Cars.com representative today about how you can build a strategy to reach a high-quality audience.