



Key: ■ Independent Visits ■ Franchise Visits

**THE 4Ps OF
AUTOMOTIVE
MARKETING™**

Finding the right PLACE to visit is an important step during the car shopping journey. There are many factors that will drive a consumer to visit a dealer's lot and Cars.com's patented Lot Insights technology can provide insight into foot traffic patterns. Even after a shopper reaches the lot, the usage of mobile devices allows Cars.com to collect data around peak shopping hours and days of the week.

