

AUTOTRADER + HOMENET: BUILDING A STRONGER ONLINE PRESENCE



In today's automotive environment, vehicle sales are won and lost online, and consumer expectations for a digital car-shopping experience only continue to rise. If new or used car listings don't appear on the first search results page, they might as well be on the last.

Dealers with a strong online presence and effective merchandising come out on top. Complete, compelling listings help differentiate dealerships from their competition, increasing visibility and engagement that then boost sales.

CREATING COMPELLING LISTINGS

More and more, dealers are seeing improved performance when they rely on technology and enhanced merchandising capabilities instead of time-consuming manual processes.

Multiple Photos

Listings that provide multiple photos instead of stock photos and ranked higher according to algorithms and help shoppers make more informed – and faster – buying decisions.

Multiple Photos vs. Single Photo¹



VS.



USED

487%
more VDPs
per listing

NEW

486%
more VDPs
per listing

¹Netezza Tables, 10/01/2018 through 12/31/2018

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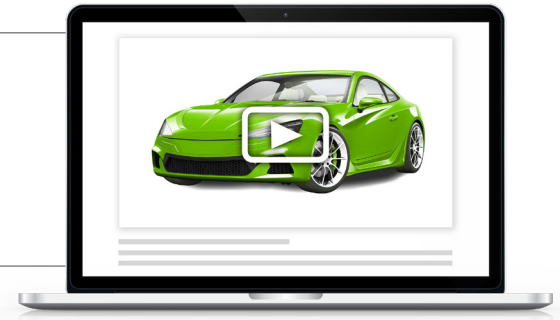
Videos

Video content offers consumers a more in-depth look at vehicles. It also plays into online algorithms so that listings with videos appear higher in search results.

Inventory with videos receive

18%

more VDPs than listings without videos



Vehicles with descriptions get

27%

more VDPs than vehicles without descriptions²

Vehicle Descriptions

Vehicle descriptions are an opportunity for listing to highlight desirable vehicle features and help shoppers collect the information they need, increasing the chances that a vehicle will be seen and sold.

²Autotrader Netezza Tables, 2018

AUTOTRADER + HOMENET RELEVANCE

By adding the suite of solutions in HomeNet Relevance to their Autotrader subscription, dealers saw an improvement in their SRPs and search conversion rates.

Relevance merchandising helps dealers maximize their Autotrader listings and increase visibility with enhanced stock photos, easy photo uploading, attention-grabbing videos, and detailed comments for car listings. The suite includes the following solutions:

- **Expanded Chrome Image Gallery**
Gain access to 10+ high-quality images, eliminating the need for stock photos
- **Video Online Overdrive**
Automatically generates video using listing photos
- **PowerWriter Next**
Automatically adds custom comments for any new or used car listing

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Dealer Success Stories

By using HomeNet Relevance and Autotrader, dealers with varying lot sizes saw their merchandising efforts pay off with a significant boost in performance, whether they just started using these solutions or sustained results over a year, even in spite of the unexpected hit to their inventory levels.

Review the following real-world performance metrics to see how dealers were able to improve their merchandising efforts and get noticed online.

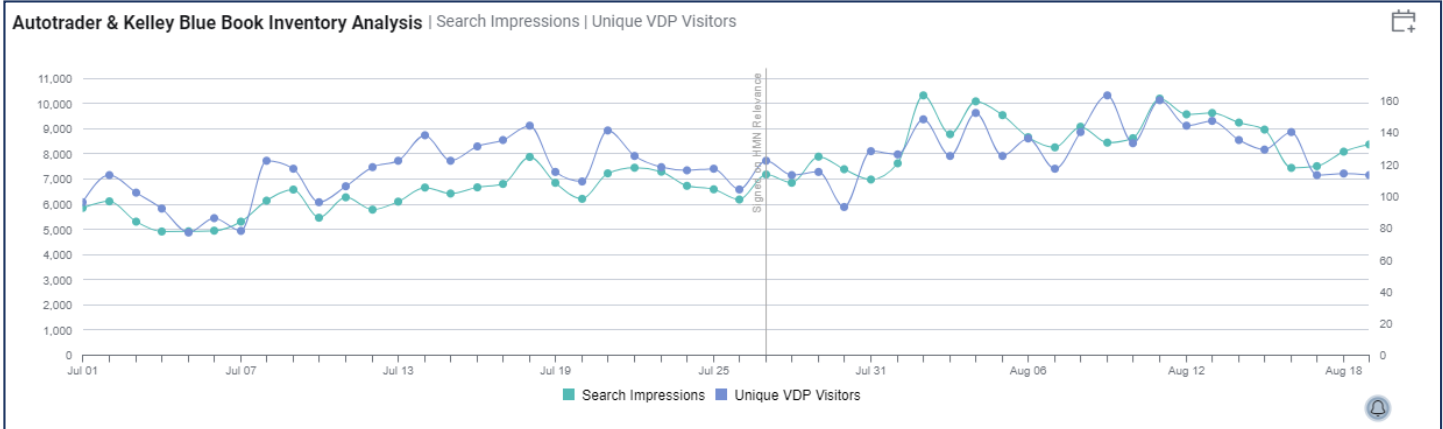
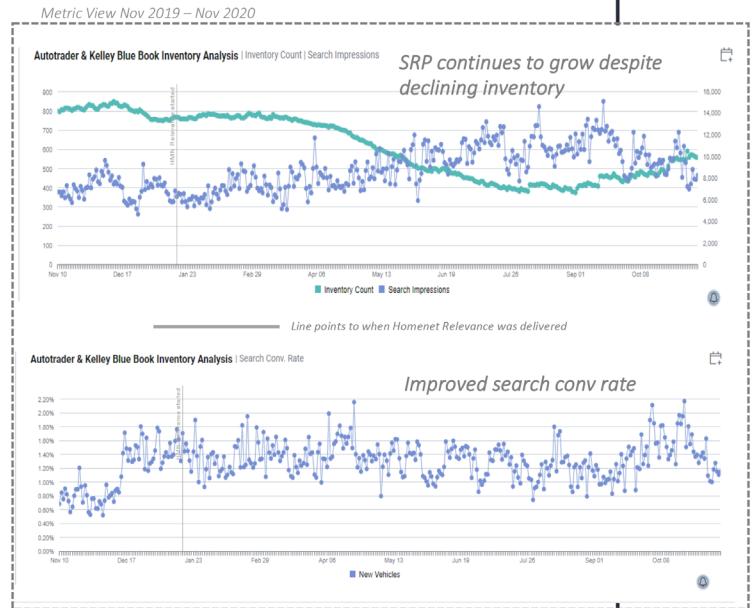
700+ new car lot dealer signed on Relevance to improve merchandising

- Avg 40%(307 cars) listed with no video
- Avg 8 photos per listing
- Avg 6% (46 cars) listed with ATC stock images

(Stats before Relevance)

Once on RELEVANCE, merchandising improved to

- Avg 3% listed with no video
- Avg 15+ photos per listing
- Avg 0% listed with ATC stock images



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“Dealer had submitted a cancellation of Autotrader based on lack of leads, but merchandising continued to be a key issue. We shared the benefits of HomeNet Relevance. Since it was delivered, they are pacing 75 leads this month, compared to 30-45 they received in previous months.”

-DSC Representative

150+ new car lot

Avg **0%** listed with ATC stock images → Avg **0%** listed with ATC stock images

Avg **20** photos per listing → Avg **30+** photos per listing

Avg **0%** listed with videos → Avg **80%** listed with videos

100+ new car lot

Avg **84%** listed with ATC stock images → Avg **0%** listed with ATC stock images

Avg **0** photos per listing → Avg **10+** photos per listing

Avg **0%** listed with video → Avg **92%** listed with video

80+ new car lot

Avg **36%** listed with ATC stock images → Avg **0%** listed with ATC stock images

Avg **8** photos per listing → Avg **15+** photos per listing

Avg **0%** listed with videos → Avg **52%** listed with videos

50+ new car lot

Avg **46%** listed with ATC stock images → Avg **0%** listed with ATC stock images

Avg **14** photos per listing → Avg **20+** photos per listing

Avg **0%** listed with video → Avg **60%** listed with video



See how your dealership can maximize its merchandising efforts and get results with HomeNet Relevance.

To schedule a personalized demo, visit HomeNetAuto.com or call 877.738.3313.