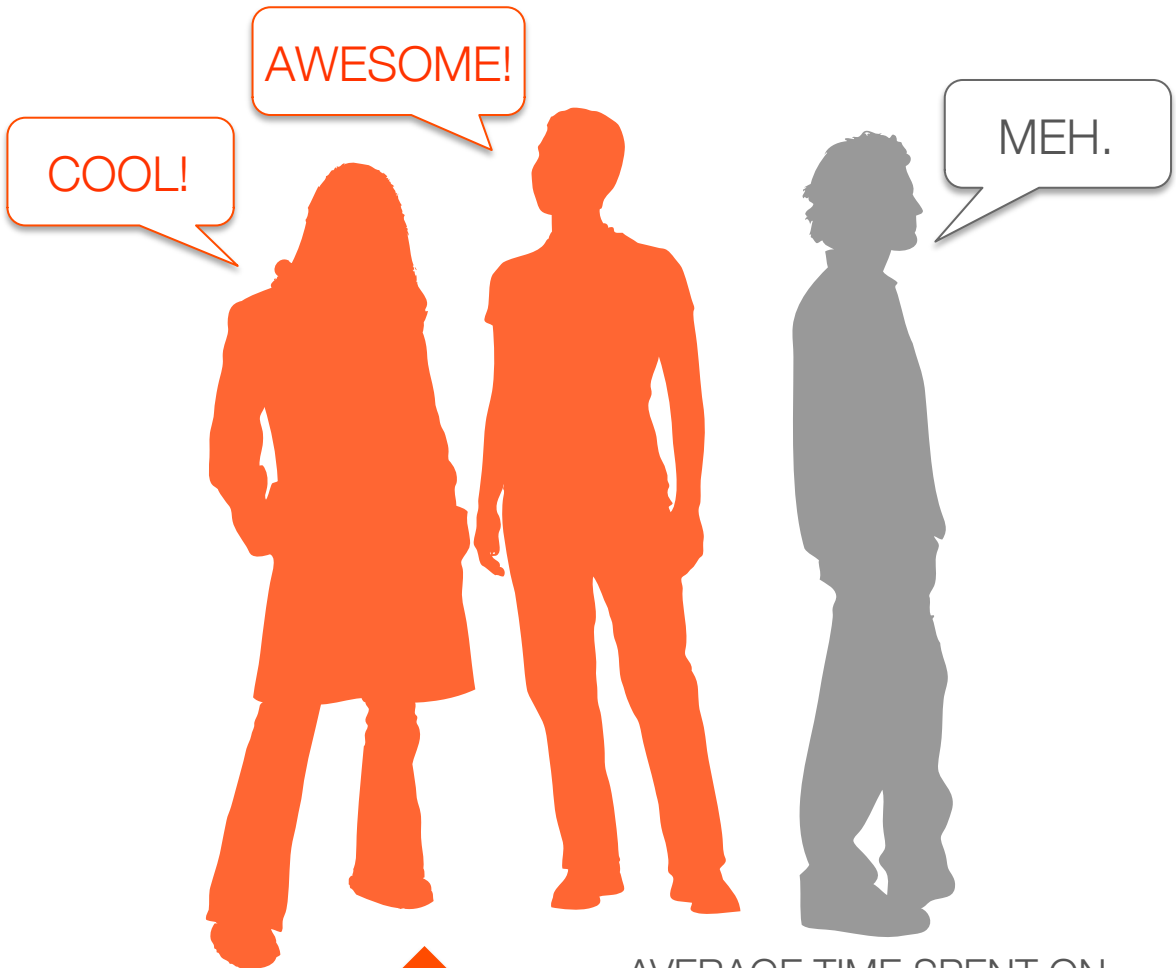


# Shopping



# SHOPPING

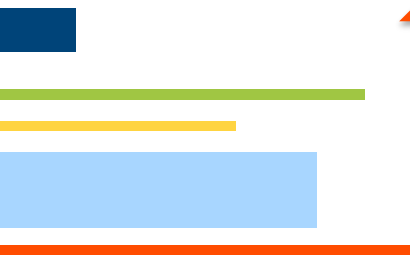
The Edmunds.com/Added Value survey found that 2 out of 3 car shoppers consider themselves highly engaged in the car shopping process.



AVERAGE TIME SPENT ON EDMUNDS.COM IN 2012

**2%**

FROM 2011



# SHOPPING

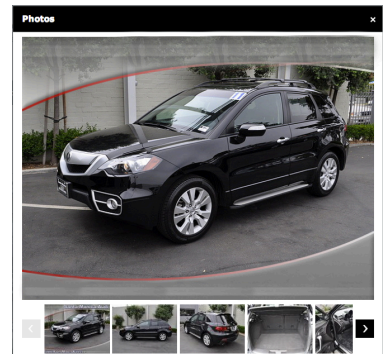
Data from December 2012 and January 2013 reveal exactly how car shoppers engage in their shopping online. Edmunds.com found that:

**63%** OF ALL NEW CAR SHOPPERS ON THE SITE LOOK AT EDITORIAL REVIEWS



**49%** OF ALL NEW CAR SHOPPERS ON THE SITE LOOK AT PRICING

**34%** OF ALL NEW CAR SHOPPERS ON THE SITE LOOK AT PHOTOS



# SHOPPING

## Top 5 General Behaviors

<b>Editorial Reviews</b>	<b>63%</b>
<b>Pricing</b>	<b>49%</b>
<b>Photos</b>	<b>34%</b>
<b>Completed Configuration</b>	<b>21%</b>
<b>Features</b>	<b>18%</b>

**BUY**



# SHOPPING

Some behaviors on Edmunds.com drive users to buy more than others. Compared to the average Edmunds.com shopper:

- ✓ Shoppers who look at new car inventory are **4X as likely to buy**
- ✓ Shoppers who look at road tests are **3.5X as likely to buy**
- ✓ Shoppers who look at incentives are **3X as likely to buy**
- ✓ Shoppers who look at photos are **2X as likely to buy**



# SHOPPING

Mobile

## Engaging With Dealers

With so many ways to communicate these days, what's the preferred way for buyers to reach out and start the sales process?



DIAL	EMAIL	TEXT MSG
<b>33.5%</b>	<b>32.5%</b>	<b>34.0%</b>

ALL 3 MODES OF COMMUNICATION ARE  
**EQUALLY POPULAR**



# SHOPPING Mobile

## Mobile Has Become A Force In The Auto Sales Industry

From 2011 to 2012

6X

3X



**AUDIENCE**



**VISITS**

On Edmunds.com  
mobile site



# SHOPPING

## Mobile

When car buyers engage with the Edmunds.com mobile app at or near a dealer lot ...





# SHOPPING

## Mobile Site Usage On Dealer Lots



VISITORS ON DEALER LOTS

SUN

MON

TUE

WED

THU

FRI

SAT

Highest On  
**SATURDAYS**