

5 Results for dealers and agencies using DPS

How Experian's Dealer Positioning System® impacts online marketing

1 Identify the most likely buyers



18%

Increase in new users



36%

Increase in returning users



83%

Increase in high-value users

2 Convert leads into sales



66%

Increase in conversions after 3 months

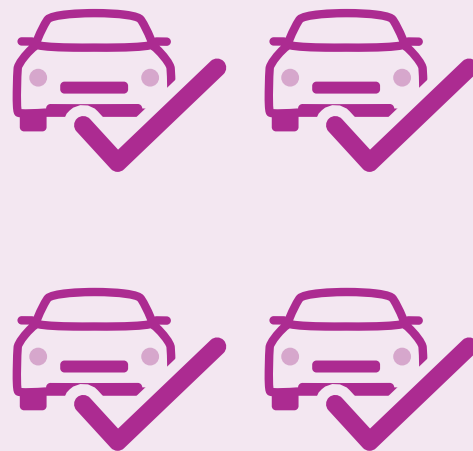
4 Gain market share



12%

Increase in market share after 6 months

3 Sell more cars



4.6

Increase in average number of cars sold per month after 3 months

5 Lower marketing costs



\$68

Decrease in advertising cost per car after 6 months



24%

Decrease in SEM/PPC radius



11.6%

Decrease in bounce rate

Source: DPS research representing dealership experiences across all agency partners' dealers who were active in 2016.

Contact us today for a free analysis of your market and see how our Dealer Positioning System can help you find new customers.

Vist us at: www.experian.com/DPS or call 1 888 882 5859.