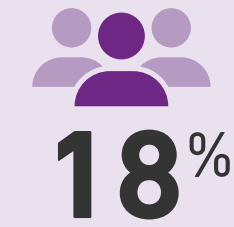


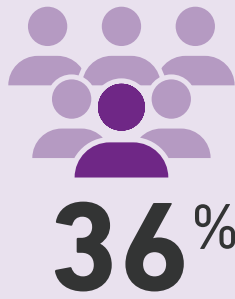
5 Results for dealers and agencies using DPS

How Experian's Dealer Positioning System® impacts online marketing

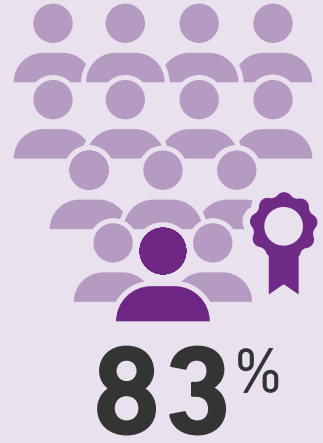
1 Identify the most likely buyers



Increase in new users

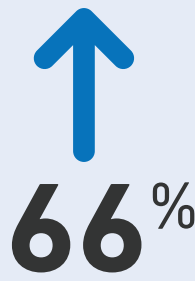
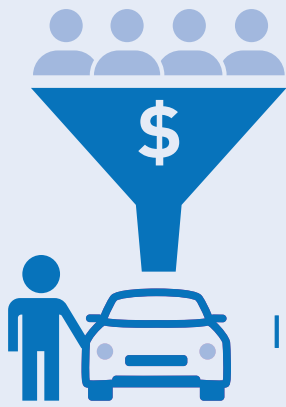


Increase in returning users



Increase in high-value users

2 Convert leads into sales



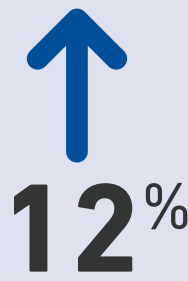
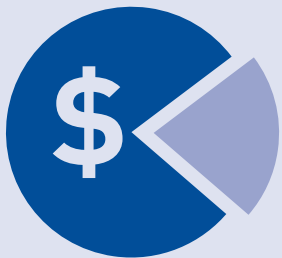
Increase in conversions after 3 months

3 Sell more cars



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

4 Gain market share

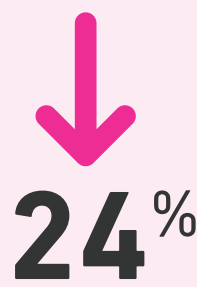


Increase in market share after 6 months

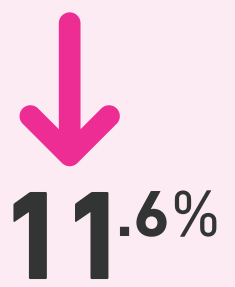
5 Lower marketing costs



Decrease in advertising cost per car after 6 months



Decrease in SEM/PPC radius



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.