Pre-Owned Auto Showcase

A program that generates revenue from local car dealers

Overview
Pre-Owned Auto Showcase is a proven business solution allowing television station web sites to generate revenue from local car dealers thru the use of dynamic inventory web widgets and a competitive pay-per-click (PPC) revenue model.

FirstAuto's deep linking technology insures that any dealer with a web site is a sales prospect for the *Pre-Owned Auto Showcase* program.

The *Pre-Owned Auto Showcase* program has been running for two years on WLWT.com and currently contains 5,000+ used vehicles from 40+ dealers in greater Cincinnati, OH.

Web Widgets
The *Pre-Owned Auto Showcase* program includes four HTML 5 web widgets that run on television station web sites. These web widgets are:

300x600 Inventory Adbanner (Desktop)
The 300x600 inventory adbanner widget runs in a HTML <iframe> on high traffic web pages scheduled by the television station webmaster. The widget contains the entire *Pre-Owned Auto Showcase* inventory and allows users to sort by make, body or price, view individual dealer used inventory, locate dealers on a map and get driving directions from the user's geolocation.

The 300x600 inventory adbanner performs significantly better than traditional 300x250 and 728x90 inventory adbanners with click-thru rates of 1.0% or better.

Screenshots of a 300x600 inventory adbanner widget:

Live at at http://www.firstauto.com/wlwt/300x600.htm

FirstAuto, Inc. 4030 Mt. Carmel-Tobasco Road Cincinnati, OH (513) 300-5757

Featured Vehicles (Desktop)

The featured vehicles widget runs in a HTML <iframe> on the the *Pre-Owned Auto Showcase* landing page. The widget contains five vehicles from *Pre-Owned Auto Showcase* inventory. Vehicles are selected at random or based on a filter and rotate according to a fixed schedule.
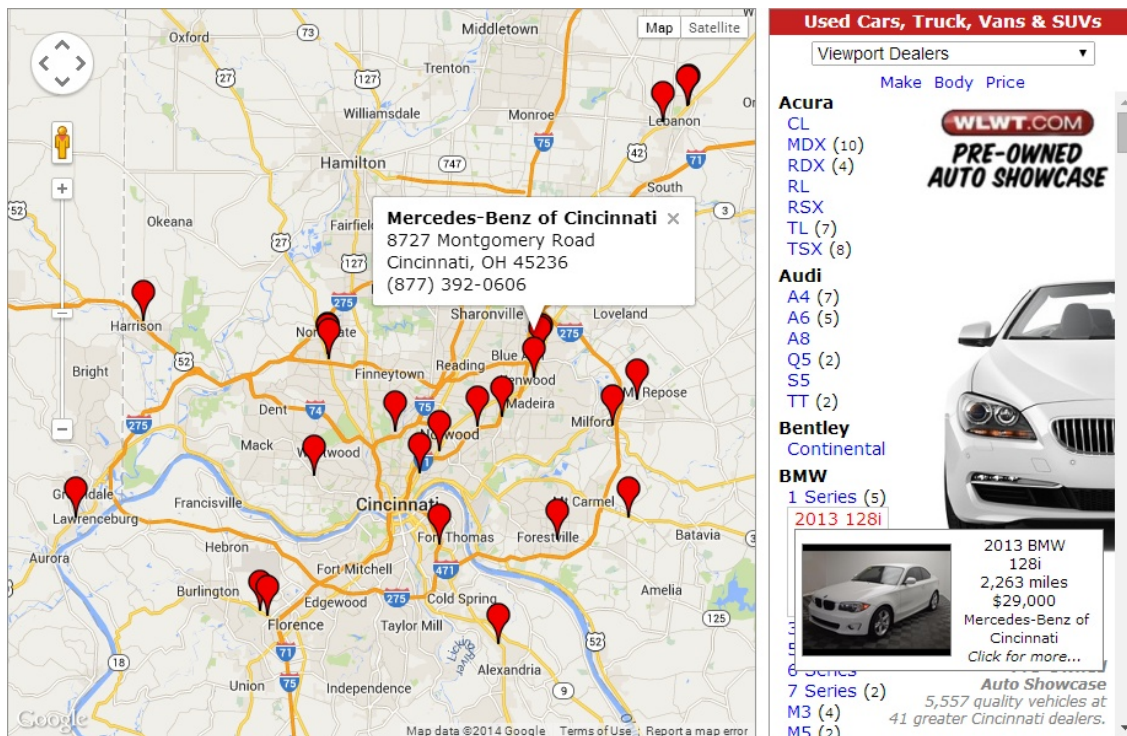
Screenshot of a featured vehicles widget:

Mouse over photo for vehicle information

Live at http://www.wlwt.com/auto-showcase

Map-Based Used Car Locator (Desktop)

The map-based used car locator widget runs in a HTML <iframe> on the the *Pre-Owned Auto Showcase* landing page. The widget contains the entire *Pre-Owned Auto Showcase* inventory and allows users to mouse over a listed vehicle and see where the vehicle is located on a map. Users can also sort by make, body or price, view individual dealer used inventory and get driving directions from the user's geolocation.

The map-based used car locator widget is unique and no other third-party automotive site (i.e. AOL Autos, AutoTrader, Cars.com, etc.) offers such geolocation functionality.

Screenshot of a map-based used car locator widget:

Live at http://www.wlwt.com/auto-showcase

FirstAuto, Inc. 4030   Mt. Carmel-Tobasco Road   Cincinnati, OH   (513) 300-5757

Mobile (Smart Phones & Tablets)
The mobile version of *Pre-Owned Auto Showcase* is an HTML 5 application optimized to run in a web browser app on a mobile device. The mobile application gives users the same 'look and feel' of the 300x600 inventory adbanner on their smart phone or tablet.

Screenshots of a mobile application:

Live at http://www.firstauto.com/wlwt/mobile.htm
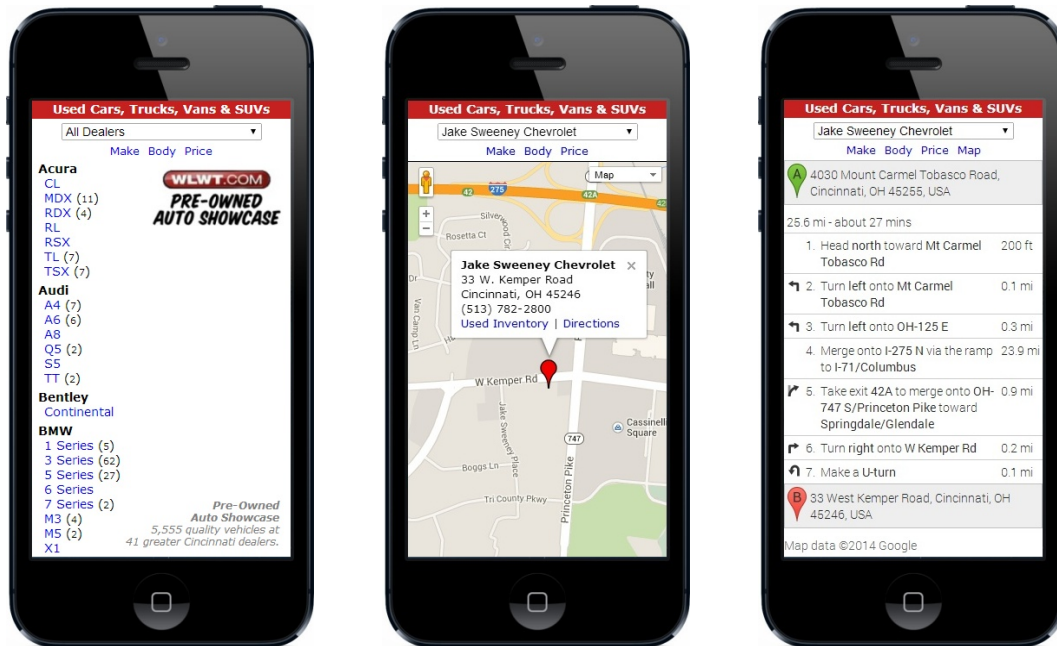
Importance of Vehicle Detail Pages
Inventory search is the number one consumer activity on third-party automotive sites and is increasing dramatically. Vehicle detail page (VDP) views of online inventory is an accurate predictor of car sales and generates higher sales conversion rates than traditional third-party leads.

A recent study conducted by Cobalt shows that vehicles with more VDP views sell faster. If dealers want to sell more cars, they need to get their VDPs in front of as many Internet car shoppers as possible.

The best predictor of how quickly a vehicle sells is the number of vehicle detail pages (VDP) requested from the dealer's website. The higher the number of VDPs, the faster the vehicle leaves the lot.

All four *Pre-Owned Auto Showcase* widgets offer the same compelling feature - linking directly to the vehicle detail page (VDP) on the dealer's website. No other third-party used inventory solution offers this competitive advantage.

Dealers continue to make significant investments in their websites and are including more information and functionality on their vehicle detail pages. The *Pre-Owned Auto Showcase* program leverages that investment by linking directly to the most important page on the dealer's website - the *vehicle detail page*.

Revenue Model

The *Pre-Owned Auto Showcase* revenue model is a pay-per-click (PPC) model based on charging a fixed price per unique user per month per dealer for a transaction event.

A transaction event occurs when a user clicks on a vehicle located at a specific dealer resulting in a vehicle detail window opening containing the vehicle's web page (i.e. VDP) on the dealer's website. Subsequent clicks on vehicles, located at the same dealer by the same user during the month, incur no additional transaction events.

The television station sets the transaction rate. In the case of WLWT, that rate is $2.00 per unique user per month per dealer.

At the end of the month, FirstAuto provides a detailed billing statement used by the television station to prepare dealer invoices.

Monthly gross revenue is split 70/30 between the television station and FirstAuto.

Revenue performance from *WLWT.com Pre-Owned Auto Showcase* over the past two years indicates an average cost per VDP of $1.20 to $1.30. That's 50% less than the industry average of $2.50 to $3.00 per VDP.

Summary

As a result of Google Adwords and other Internet pay-per-click (PPC) advertising programs, auto dealers today are much more receptive to PPC-based programs than impression-based programs traditionally sold by television stations. More importantly, auto dealers today are very aware of the importance of generating more VDP views and lowering VDP costs.

Approaching local dealers with a PPC-based program that delivers a 50% reduction in VDP costs will get dealer attention and increase sales opportunities. Add in the television station's local reach and web site user community and the ingredients are there for a successful *Pre-Owned Auto Showcase* sales campaign.

Contact Dave Dumond at (513) 300-5757 or ddumond@firstauto.com for more information.