

Cox Automotive Media Solutions Unveils nGauge by Pixall To Measure Traffic Quality

Powered by customer-driven data from Dealer.com, Autotrader and Kelley Blue Book, new tool indicates likeliness to buy

ATLANTA, Jan. 26, 2017 /PRNewswire/ -- Cox Automotive Media Solutions will unveil its latest innovative product offering, nGauge by Pixall™ at NADA 2017 in New Orleans. nGauge is powered by Dealer.com's proprietary Pixall technology and data science, as well as customer research and shopping data from Cox Automotive's other two mainstay media brands—Autotrader and Kelley Blue Book.

nGauge is a data-driven analytics tool that assigns meaning to a specific combination of online consumer engagement behaviors that signal the intent to purchase a vehicle. The new solution will support dealers in their sales strategy by targeting the most serious car shoppers, which frees up time to engage with the right opportunities to help increase sales and the return on investment in digital advertising spend.

"Dealers don't want, nor have the time, to be data scientists," said James Grace, Senior Director of Analytics Products, Cox Automotive Media Solutions. "We envision nGauge by Pixall to be the go-to data partner for dealerships to target quality car shoppers online, support the deal-making process and help facilitate in-store transactions."

By "gauging" and scoring engagement, nGauge takes a deeper approach to analyzing advertising metrics by filtering out traffic noise, helping dealers target and engage a higher quality car shopper.

"Through the comprehensive data of Autotrader, Kelley Blue Book and Dealer.com we can better understand the behaviors of today's car shoppers, and nGauge will be a critical tool for dealerships looking for quality versus quantity website and showroom traffic to help them truly grow their businesses," Grace said.

Cox Automotive Media Solutions will also feature an update to its monthly DataView index, comprised of a comprehensive data index of consumer demand and digital advertising trends. Dealers can leverage the unique vantage point provided by DataView to observe and understand retail insights on what inventory consumers want to interact with and its effect on advertising costs against both national and regional key performance metrics.

For more details about nGauge by Pixall and DataView, please visit the Cox Automotive Media Solutions booth at NADA 2017 (booth no. 1337).

About Cox Automotive


Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands.

The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with

the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, please visit coxautoinc.com.

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