

## **Cox Automotive to Participate in Inaugural Automotive Analytics & Attribution Summit Industry Veterans to Provide Insights on Utilizing Data to Understand Car Buyer Behavior, Improve Online Advertising ROI**

ATLANTA, Oct. 12, 2017 /[PRNewswire](#)/ -- Reflecting the growing importance of using data to optimize online advertising in the automotive industry, Cox Automotive today announced [three senior industry veterans](#) will be participating in the inaugural Automotive Analytics & Attribution Summit (AAAS), being held November 8-9 in Boca Raton, Florida. AAAS is the first event of its kind dedicated to online marketing analytics and attribution for the automotive industry.

The AAAS has been organized to attract thought leaders, technology companies, and dealership managers who want to work together to solve the unique attribution challenges in the auto industry. Manufacturers, marketing technology companies, marketing portals, and dealership managers are invited to present their research, case studies, and challenges in a forum that will seek to define the next steps to solve a pressing problem in our industry.

The following [Cox Automotive specialists will participate in AAAS panels and workshops](#):

- Brian Geitner, President at Cox Automotive Media Solutions Group
- James Grace, Senior Director of Analytics Products for Cox Automotive Media Solutions Group
- Kevin LeSage, Senior Product Manager of OEM and Enterprise Analytics at Dealer.com

"In today's connected retail environment, marketers are keen to find insights regarding how online activities are leading to transactions in the store," said Geitner. "At Cox Automotive, we are investigating all attribution methodologies to provide marketers and dealers the broadest possible data set, leading to a better understanding of buyer behavior and purchase intent."

Grace will lead a keynote presentation titled "Attribution: Finding the Quality in the Quantity of Your Digital Marketing Presence" that will also feature Geitner. LeSage will participate in a workshop titled "Investing your Media Dollars with Certainty: The Role of a Quality Visit and Attribution."

"Drawing upon a wealth of data from our leading sites including Autotrader and Kelley Blue Book, we have an enormous amount of web

activity from all stages of the sales funnel," said Grace. "We are excited to join like-minded industry leaders to share our insights while learning from participants' best practices, challenges and success stories."

"Dealers and manufacturers are investing significant funds for online advertising, but with a lack of standardized attribution metrics, it is challenging to track how consumers are being influenced and what is leading to conversions," said Brian Pasch, Founder, PCG Companies. "The AAAS is designed to spark the attribution conversation and keep the industry moving forward on this vital element of digital retailing."

For more information and to take advantage of a special discounted AAAS registration offer, visit <http://automotiveattributionsummit.com/Cox-Automotive> and enter promo code COXAUTOMOTIVE.

#### **About Cox Automotive**

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, financial, retail and wholesale 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<sup>®</sup>, Dealer.com<sup>®</sup>, Dealertrack<sup>®</sup>, Kelley Blue Book<sup>®</sup>, Manheim<sup>®</sup>, NextGear Capital<sup>®</sup>, vAuto<sup>®</sup>, Xtime<sup>®</sup> and a host of other brands. The global company has 32,000-plus 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 exceeding \$20 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, visit [www.coxautoinc.com](http://www.coxautoinc.com).

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