

## **AutoTrader.com Extends The Power Of "Overdrive" OEM Homepage Takeover To Dealers Through Campaign-Specific New Car Advertising Solutions**

**New short-term advertising solution enables dealers to leverage their OEM's advertising buy to gain increased shopper activity with their new car inventory on AutoTrader.com.**

ATLANTA, July 2, 2012 [PRNewswire/](#) -- AutoTrader.com is offering dealers yet another way to increase exposure of their new car inventory online with campaign-specific advertising solutions called "Overdrive Dealer Solutions" that complement OEM Overdrive advertising buys. The OEM Overdrive solution is an exclusive, interactive advertising experience that enables a limited number of OEM advertisers to launch a one-week custom experience on the AutoTrader.com homepage. This solution has proven to drive shopper consideration for each make/model featured in a campaign. With the Overdrive Dealer Solutions, which include AutoTrader.com's best new-car advertising tools on a short-term basis, AutoTrader.com is enabling its dealer customers to extend the impact of this OEM-generated activity to get more interest in their inventory online.

### **What it is:**

Tailored exclusively for franchise dealers, Overdrive Dealer Solutions provide prominent exposure for new car inventory online for a short term surrounding an OEM Overdrive advertising buy. This timeframe enables dealers to capture both the initial and residual boost in shopper activity from the OEM's Overdrive campaign.

Overdrive Dealer Solutions include AutoTrader.com's Front-Line Listings, as well as a Search in Progress (SIP) ad; select packages also include a dynamic skyscraper ad. Front-Line Listings is a new-car advertising product that provides dealers with more real estate on the search results page and effective new-car merchandising features that enable them to highlight information that influences new car shoppers the most—like payment details and manufacturer specials. SIP ads appear in between the search form and when the results are displayed. The skyscraper ad, prominently displayed throughout the search process, automatically pulls in relevant photos and information from the dealer's inventory online.

### **Real results:**

In the Overdrive campaign featuring the Volkswagen Passat, which ran in April, Volkswagen dealers who leveraged the Overdrive Dealer Solutions package saw significant results. The daily average of shopper views of dealers' inventory on the Search Results Page increased 225%. But that's not all—conversion from the Search Results Page to the Vehicle Details Page also increased. Daily average views of Vehicle Detail Pages for participating dealers increased 140%.

"With a few OEM Overdrive campaigns under our belts, we have seen the phenomenal impact that they have had on shopper activity, and we're thrilled to bring this innovative new solution to dealers," said Alan Smith, AutoTrader.com's senior vice president of dealer sales. "At AutoTrader.com, we are continuing to develop new ways to increase the value of our advertising offerings, and shopper activity for our customers. This latest solution enables dealers to better benefit from their OEM's ad spend on AutoTrader.com, as well as test-drive our best new car advertising tools, to drive more traffic to their inventory."

**How it works:**

1. An OEM purchases the week-long Overdrive advertising solution, which integrates rich media with unique features to create an interactive experience for shoppers.
2. Dealers who are a part of that OEM's franchise have the opportunity to purchase a short-term "Overdrive Dealer Solution."
3. For 35 days starting with the launch of the OEM campaign, dealers gain access to the best new-car inventory merchandising solution available and reap the additional benefits of increased brand exposure from the OEM campaign, ultimately driving more shoppers to their inventory online.

Dealers who are interested in learning more about how Overdrive Dealer Solutions can attract more shoppers to their new car inventory should contact their AutoTrader.com advertising consultant.

**About AutoTrader.com**

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts millions of unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates one other auto marketing brand, AutoTraderClassics.com. AutoTrader Group wholly owns used vehicle management software company vAuto, Kelley Blue Book (Kbb.com), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield& Byers is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

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<https://press.autotrader.com/2012-07-02-AutoTrader.com-Extends-The-Power-Of-Overdrive-OEM-Homepage-Takeover-To-Dealers-Through-Campaign-Specific-New-Car-Advertising-Solutions>