AutoTrader.com And vAuto Create First-Of-A-Kind Listing Intelligence Tool

ListingLogic, an AutoTrader.com tool powered by vAuto, identifies what local buyers want most and recommends specific changes dealers can make to get more views on their inventory--and ultimately win more sales.

ATLANTA, Oct. 1, 2014 /PRNewswire/ -- Through the combined efforts of two Cox Automotive companies, AutoTrader.com dealers now have access to a one-of-a-kind tool—called ListingLogic—that provides actionable insights on how they can optimize their used vehicle listings to win more sales. ListingLogic leverages the vast amount of inventory and consumer traffic on AutoTrader.com and the powerful analytic capabilities of vAuto to help dealers understand local market conditions and what buyers want most. Available to most AutoTrader.com dealers at no additional cost, the tool provides detailed intelligence about each vehicle's online performance and recommends specific changes dealers can make to have an immediate impact on their businesses.

"With ListingLogic, we cracked the code that had never been cracked before: understanding with particularity and specificity why some vehicles get more attention than others online," said Dale Pollak, vAuto founder and executive vice president at Cox Automotive. "The Internet is the car business today, and the whole name of the game is to get exposure. We knew that if dealers could make the right changes to their listings, they could get more views of their inventory, which could result in more traffic at their dealerships and ultimately more sales."

At a glance, ListingLogic shows AutoTrader.com dealers where each vehicle stands against its direct competitors. Dealers can drill down into each listing to see key performance factors and understand what matters to shoppers in their local markets, from current vehicle preferences to the ad packages that they're most likely to respond to. With this intelligence, dealers can focus on the factors that will help their performance and ignore those that won't. Additionally, ListingLogic provides a real-time view of the search results page (SRP) for dealers to see how their listings compare to their competitors. A recommendation engine provides specific actions dealers can take to improve listings that aren't getting enough exposure.

One of the most significant insights that came from the ListingLogic pilot is that exposure isn't all about price. While there are times when a vehicle needs a better price to get more exposure, it is nearly always the case that vehicles require additional actions—other than price—to obtain maximum exposure, such as adding comments or photos or giving additional prominence to vehicles. When ListingLogic recommends changes, dealers can easily complete the actions from within the tool. Many dealers who participated in the pilot saw vast improvements in their online performance by following the tool's recommendations.

"ListingLogic is truly a game changer in terms of helping dealers take the right actions at the right times to move the metal, and this tool wouldn't have been possible without leveraging the combined assets of AutoTrader.com and vAuto," Pollak continued. "Quite simply, the formation of Cox Automotive enables us to do things that other companies can't do—and this is yet another example of how we are working together across business units to bring real value and innovative solutions to our customers."

ListingLogic has been piloted since the beginning of the year and is currently being rolled out across the nation. Dealers who subscribe to used inventory solutions operating on AutoTrader.com's 2012 platform or newer will have access to the tool at no additional cost. For more information, visit WeWorkForYou.com/ListingLogic.

About AutoTrader.com

Created in 1997, Atlanta-based AutoTrader.com is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, AutoTrader.com aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com auto marketing brand, is wholly owned by Cox Automotive. Additionally, Cox Automotive owns Kelley Blue Book (KBB.com®), Manheim Auctions as well as companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto®, HomeNet Automotive®, VinSolutions®, AIS Rebates™, Genius Labs® and Haystak® Digital Marketing. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit http://press.autotrader.com.

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