Cox Automotive Solves Attribution Problem for Dealers

ATLANTA, March 13, 2018 /PRNewswire/ -- The wait is over for dealers seeking to plan, forecast and analyze the impact of their digital marketing spend in one place. With less than two weeks until the 2018 NADA Convention and Expo in Las Vegas, Cox Automotive announces the anticipated release of nVision, the only integrated digital marketing platform to offer transparency into a dealer's end-to-end marketing strategy.

In today's online shopping world, dealers are trying to reach the right shopper with the right message in the right place and at the right time. Getting this right means having a digital marketing strategy that spans Classifieds, Vehicle Values, Vehicle Research and the dealer's own website. nVision provides actionable insight on the impacts that Autotrader, Dealer.com, Kelley Blue Book's KBB.com and Cox Automotive's other digital retailing products have in the consumers' online journey that lead to in-store sales.

"Cox Automotive is a leader in automotive data science, and by harnessing our powerful trio of industry-leading brands, we're providing a deterministic attribution model only Cox Automotive can deliver," said Jai Macker, senior vice president of product for Cox Automotive. "Our groundbreaking digital marketing platform provides unparalleled value to dealers and auto manufacturers through nGauge quality measurement, sales attribution and predictive advertising recommendations. It's a true game changer for our clients."

The new nVision hub features numerous intuitive management tools in three categories that dealers can conveniently access from one login.

- **Analyze –** Presents visual analytics and attribution that allows dealers to gain a deeper insight into which digital marketing products influenced behaviors and lead to sales. Analyze leverages Cox Automotive's proprietary nGauge quality management system, fueled by high-quality consumer engagement data from Autotrader, Dealer.com and Kelley Blue Book. The nGauge Quality management system measures the quality of website visits and vehicle merchandising, as well as provides sales attribution. Insights also are available, integrating data across Cox Automotive's digital advertising products, including Websites, Advertising, Managed Services Content and Creative, Experience Optimization, and Digital Retailing.
- **Strategize –** Delivers data-driven, media-buying budget recommendations tailored to influence shoppers at every stage of the online shopping process. Strategize reviews campaign performance in real-time to continually optimize current and inform future advertising strategies based on results. This provides dealers with complete control and the flexibility to adjust campaign plans based on their personalized strategy (new, used, service, brand), messaging, audience size, budget and business goals.
- **Manage –** Offers seamless back-office management experience for multiple tools, helping dealers gain control of their digital showrooms. Manage allows dealers to configure every aspect of their Dealer.com-powered website and control online inventory with one set of intuitive tools to centralize and execute profitable merchandizing strategies accurately and instantly.

"Our goal for analytics products is all about turning data into actionable information," said James Grace, senior director of analytics products at Cox Automotive. "nVision helps us achieve this goal by giving clients unparalleled visibility into information they can trust and use on a daily basis to operate their business."

In order to deliver nGauge's sales attribution capability, Cox Automotive partnered with LiveRamp, an Acxiom company and leading provider of omnichannel identity resolution.

This partnership further enhances Cox Automotive's ability to deliver transparent and actionable information and analytics to clients, with the confidence provided by validation from a trusted third party.

nVision will rollout throughout 2018, starting with the Analyze Shoppers Report and Compass Advertise Recommendation. This will be the first time the tool will be offered to clients using Kelley Blue Book's KBB.com and the all-new Autotrader. Cox Automotive is also introducing its new connected retail platform, Accelerate, on KBB.com and the all-new Autotrader, to make car buying faster, easier and more enjoyable, while providing an online experience that is more efficient and integrated for both consumers and dealers. Accelerate tools will also be made available across 60 percent of franchised dealer websites powered by Dealer.com in 2018.

For more information on Cox Automotive's nVision platform, https://www.coxautoinc.com/solutions/nvision/.

About Cox Automotive
Cox Automotive Inc. makes buying, selling and owning cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across 100+ countries and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding $20 billion. www.coxautoinc.com

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For further information: Andrew Nicolai, 949-293-5241, andrew.nicolai@coxautoinc.com

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