AutoTrader.com's Traffic Takes Off; Site Usage Stats Confirm Success of Nationwide Marketing Commitment

PRNewswire
ATLANTA

AutoTrader.com, the world's largest automotive marketplace, saw traffic numbers dramatically increase last month after continued month over month growth. May's unique visitors were up 14 percent, sessions up 17 percent, used car searches up 19 percent and page views up 26 percent. Unique visitors for May hit an all time high of 7.5 million. Also significant is that visitors spent an average of 27 minutes on the site, up 13 percent over last year. The airing of 'Shelves,' AutoTrader.com's latest entry in its series of popular and award-winning television commercials, as well as a variety of advertising and Internet partnerships reinforced AutoTrader.com's commitment to nationwide brand marketing and advertising and boosted consumer and dealer awareness.

"This season, with PGA golf on CBS and NASCAR on FOX, we'll successfully use televised sponsorships as a highly-targeted way to reach an important demographic segment," said Clark Wood, vice president of marketing and national accounts, AutoTrader.com. "As the only automotive classifieds site with a major national network television campaign this year, we continue to reach our target demographic through a variety of ongoing sports sponsorships, building nationwide awareness and keeping AutoTrader.com top of mind."

AutoTrader.com's partnership approach to repeatedly reach its target audience through a variety of media reinforces AutoTrader.com's brand as a household name synonymous with smart used car shopping. AutoTrader.com's partnerships with online brands AOL, Univision.com and the Internet Broadcasting Systems Network of Sites (IBS), with more than 60 local television sites, and a media buy with Google send more qualified visitors to the site and leads to its dealers. In May, AutoTrader.com's tremendous brand recognition drove more than 7.5 million unique monthly visitors to conduct more than 42 million vehicle searches from a database of 2.2 million vehicles.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 7 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings and comprehensive search functionality, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Manheim Auctions, Inc., the world's largest operator of wholesale auto auctions since 1945. Manheim Auctions, a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., is AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or louise.barr@autotrader.com

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