



2019 AUTO BOWL

COX AUTOMOTIVE™

A close-up photograph of a red football with white stripes and laces, resting on a green grass field. The football is the central focus of the lower half of the image.

# GAME NIGHT RESULTS

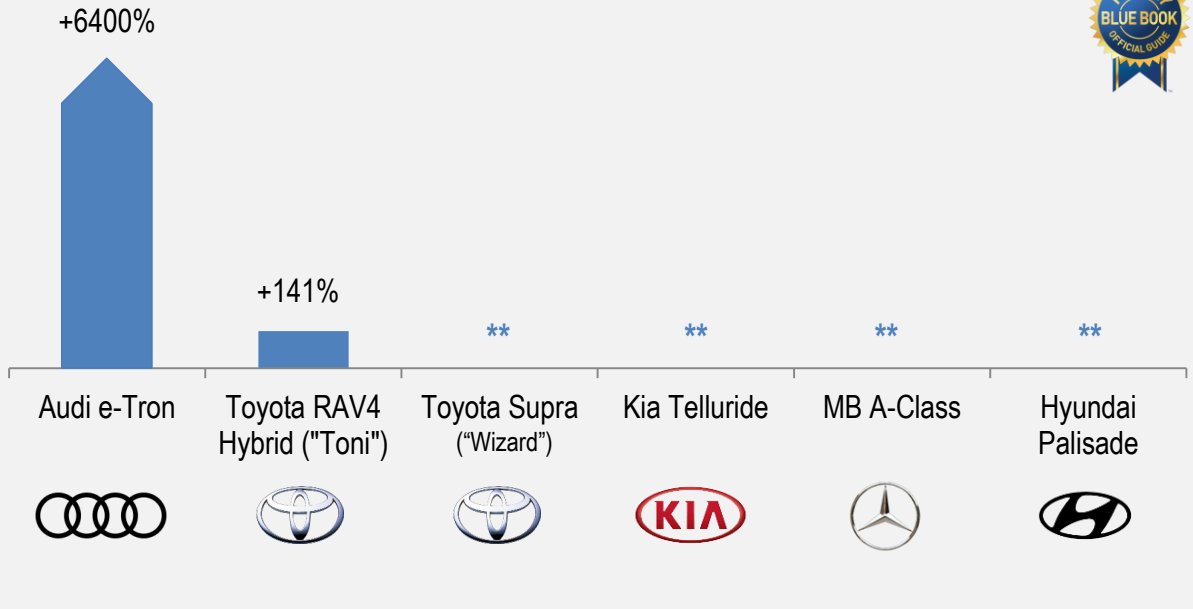


# Immediate Impact: Model Research & Shopping Activity

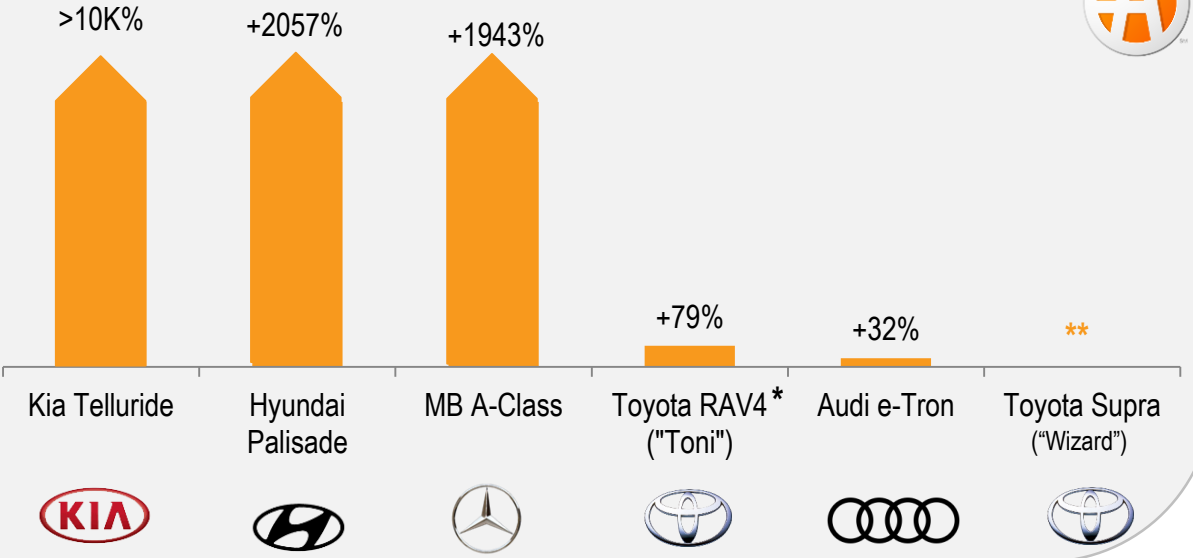
These charts reflect the percentage increase in traffic after the ad ran.

GAME NIGHT: spot level

## Research Activity



## Shopping Activity



- KBB New Car Page Views: Ad Run Hour vs. Prior Hour
- Autotrader New/All Searches, Ad Run Hour vs. Prior Hour
- \*\*Models not yet available on KBB: Palisade, Telluride, A-Class, Supra (also not available on Autotrader)
- \*AT results reflect full model data for RAV4 (all trims)

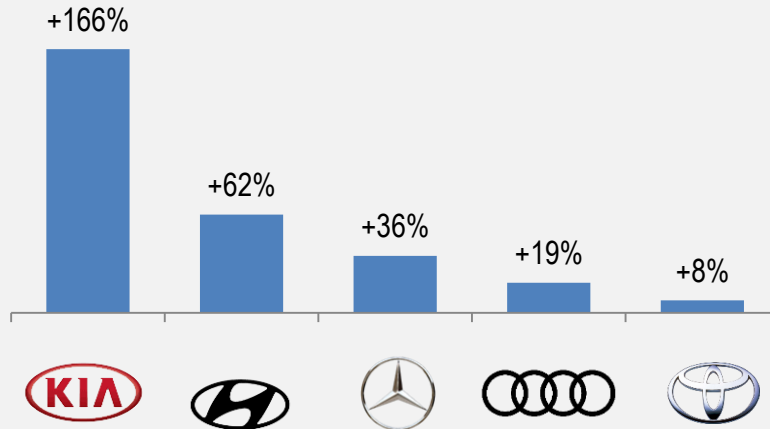


# Immediate Impact: Brand Research & Shopping Activity

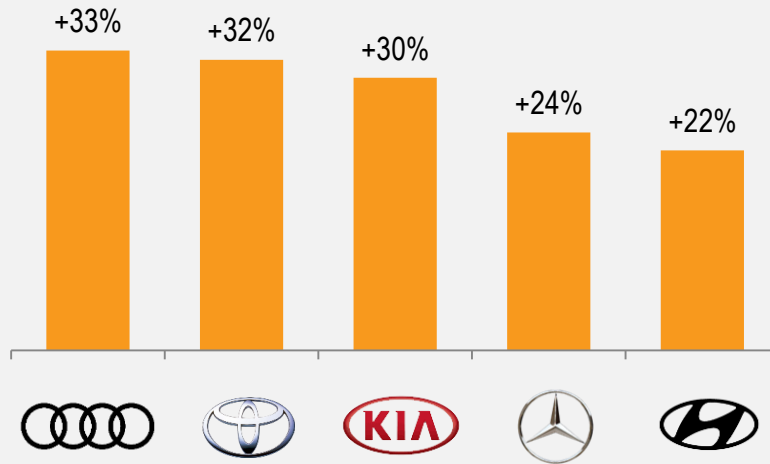
These charts reflect the percentage increase in traffic after the ad ran.

GAME NIGHT: brand level

## Research Activity



## Shopping Activity



- KBB New Car Page Views, Ad Run Hour vs. Prior Hour
- Autotrader New/All Searches, Ad Run Hour vs. Prior Hour



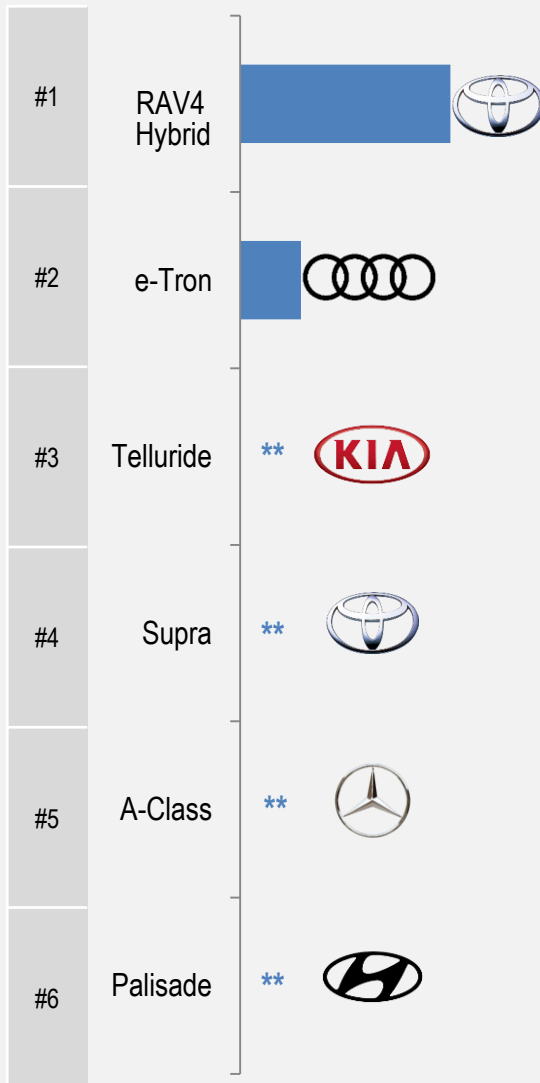
### Post-Airtime Traffic Volume: Model Level

These charts reflect the rank order of advertisers based on the volume of traffic the hour following the commercial airtime.

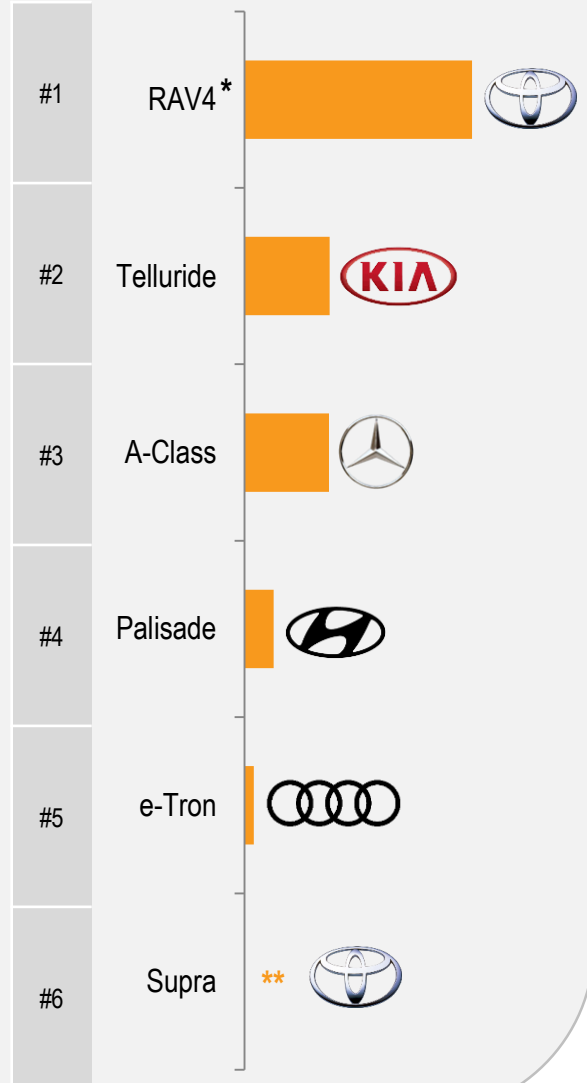
GAME NIGHT: model level



#### Research Activity



#### Shopping Activity



- KBB New Car Page Views
- Autotrader New/All Searches
- \*\*Models not yet available on KBB: Palisade, Telluride, A-Class, Supra (also not available on Autotrader)
- \*AT results reflect full model data for RAV4 (all trims)



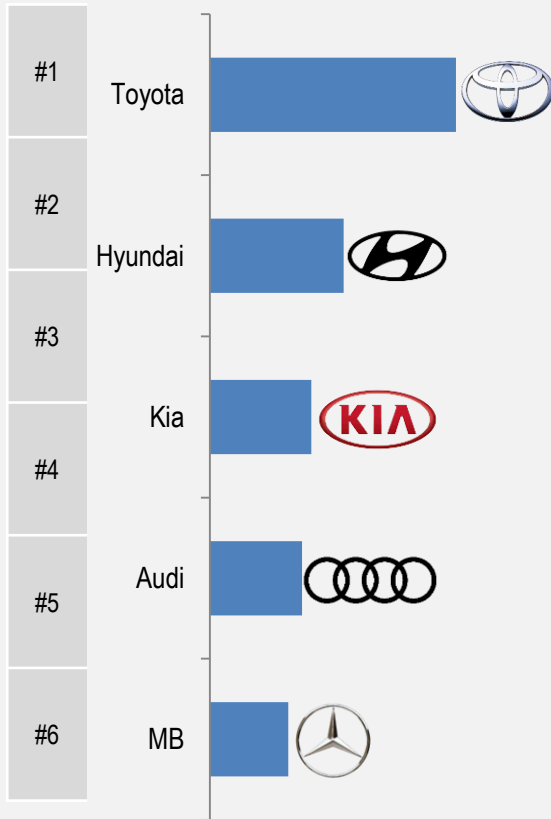
# Post-Airtime Traffic Volume: Overall Brand Level

These charts reflect the rank order of advertisers based on the volume of traffic the hour following the commercial airtime.

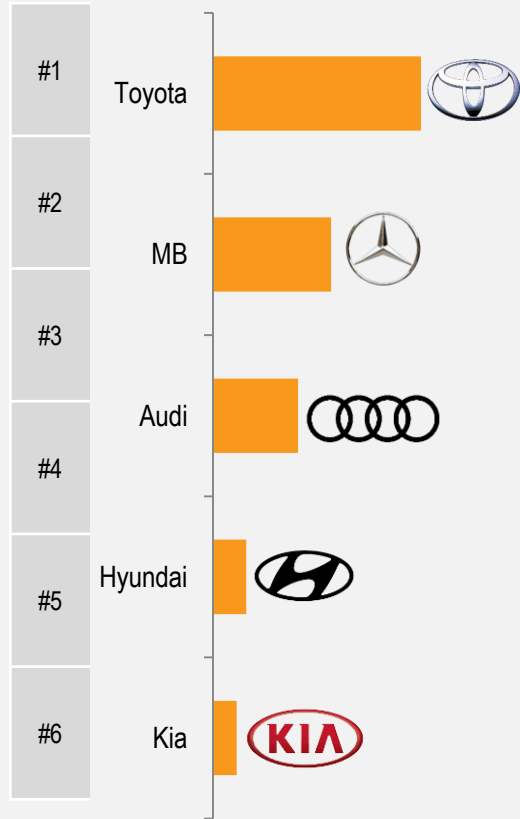
GAME NIGHT: brand level



## Research Activity



## Shopping Activity





2019 AUTO BOWL

COX AUTOMOTIVE™

## Immediate Impact: Dealer Website Traffic

*Brands advertising during the Big Game experienced significant increases in traffic to their dealers' Dealer.com sites after the ad ran.*

**DEALER.COM**

### TOTAL VISITS



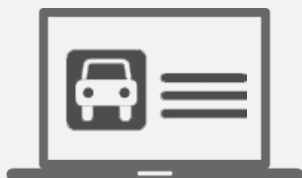
**+689%**

### nGauge by Pixall™ QUALITY VISITS\*



**+659%**

### VEHICLE DETAIL PAGEVIEWS



**+384%**

**GAME NIGHT**

- Dealer.com Dealer Website Activity (aggregate of all advertisers, average by-minute activity in the two minutes following the ad airtime compared to the hour before the game)
- \* Quality Visits are based on Dealer.com's proprietary scoring system, nGauge by Pixall™, used to identify which Dealer.com website visits are most likely to result in a vehicle sale. (Visit [www.Dealer.com](http://www.Dealer.com) for more information.)



2019 AUTO BOWL

COX AUTOMOTIVE™

# 2019 AUTOBOWL ADVERTISERS



2019 AUTO BOWL

COX AUTOMOTIVE™

## Automotive Advertisers

*"Cashew"*



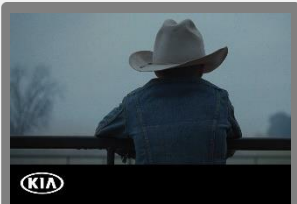
e-Tron

*"The Elevator"*



Palisade

*"Give It Everything"*



Telluride

*"Say the Word"*



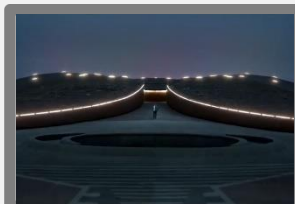
A-Class

*"Toni"*



RAV4 Hybrid

*"Wizard"*



Supra