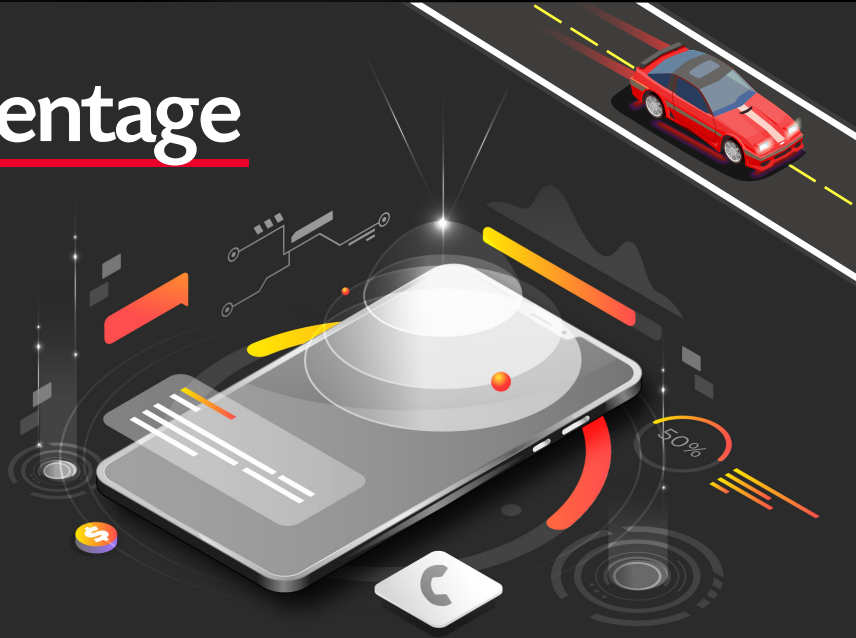


Automotive Digital Marketing Benchmarks

Mobile Traffic Percentage

> 60%

(> 50% for organic search)



Cost-per-Conversion

< \$40

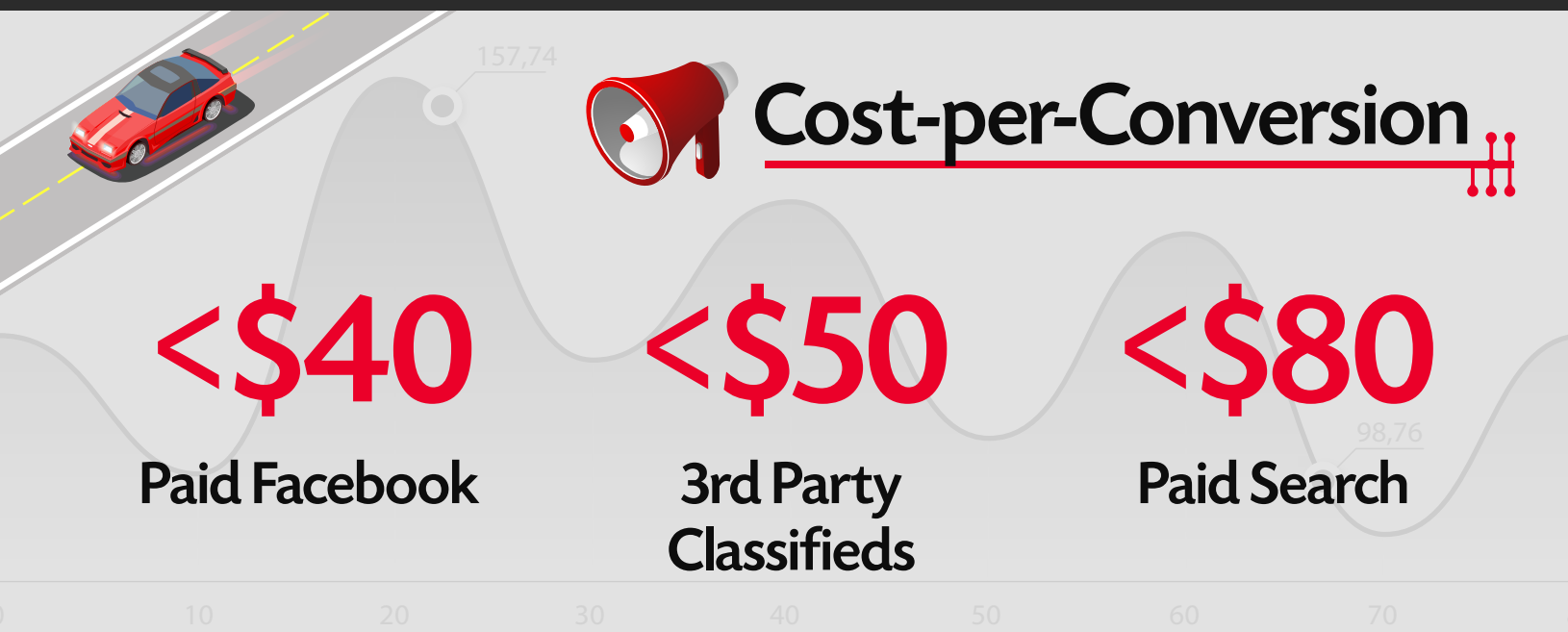
Paid Facebook

< \$50

3rd Party
Classifieds

< \$80

Paid Search



Website Conversion Rate

> 2%

email forms, chats, texts,
click-to-call, trade-in leads



Paid Search Cost-per-Click

< \$8.00



Google Ads



Bing ads

3rd Party Classifieds

< 50
cents

Cost-per-VDP

< 50
dollars

Cost-per-
Conversion



CarGurus



CARFAX



edmunds