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## **AutoWeb Paid Search Solution Drives 2X Higher Lead Rate, Nearly 80% Cheaper Cost-Per-Lead for Honda Dealers' Tier 2 Agency**

**RealWorld Marketing uses AutoWeb by Autobytel to effectively engage car buyers with targeted automotive offers that increase sales.**

IRVINE, Calif., Jan. 20, 2017 (GLOBE NEWSWIRE) -- Autobytel Inc. (Nasdaq:ABTL), a pioneer and leading provider of online automotive services connecting consumers with dealers, today announced its proprietary paid search solution, AutoWeb, drives an average 2X higher lead rate and nearly 80% cheaper cost-per-lead compared to other auto endemic channels utilized by RealWorld for its Honda dealer clients. RealWorld Marketing, based out of Scottsdale, Arizona, is a full service Tier 2 advertising agency specializing in automotive marketing that represents Honda and Acura dealer associations across the U.S.

RealWorld Marketing implemented the AutoWeb paid search solution in early 2015 after it sought a more progressive approach to reaching car buyers to successfully engage increased numbers of high quality Honda consumers and to drive those consumers direct to its dealer clients. It chose the AutoWeb technology for its very precise targeting that reaches low-funnel, high-intent, and relevant auto consumer traffic.

"We always strive to be industry-leading for our customers," said Jay Wilson, Co-founder / CEO of RealWorld Marketing. "The AutoWeb paid search solution has helped us achieve that goal." The company's Co-founder and CIC, Leah Wilson, said "We're very selective in choosing partners. With AutoWeb, Autobytel has been transparent with its data and provides great customer service to the RealWorld team, and we have seen tremendous results for our clients."

AutoWeb uses proven proprietary data analytics and search analysis to determine the make, model, and geographic location of a particular consumer, and then presents relevant online offers based on that information to fully engage the consumer. With this technology, in-market car buyers are then delivered directly to dealer websites, manufacturer websites, or third party automotive information websites to help the industry sell more cars.

"We receive exceptional feedback from our clients about AutoWeb's effectiveness," said Jeff Coats, president and CEO of Autobytel Inc. "Also, they tell us this is arguably the highest quality traffic they have seen from any of their marketing sources. Progressive agencies like RealWorld Marketing understand the necessary ingredients to help their clients achieve maximum success. With AutoWeb, we're helping them do just that."

AutoWeb, a progressive vertical search engine that allows clients to reach higher volumes of lower-funnel shoppers compared to other search engines, uses on-page offers, deep linking pushes, after page advertising, and more to drive qualified car buyer traffic to automotive industry websites. A variety of automotive advertisers across all tiers in the industry use AutoWeb and the Tier II business, in particular, has greatly increased in demand due in part to this quality traffic.

To learn more about the AutoWeb paid search solution, visit <http://dealer.autobytel.com/website-traffic/>. For more information about Autobytel's full suite of products that drive showroom visits and increase car sales, visit <http://dealer.autobytel.com>.

### **About Autobytel Inc.**

Autobytel Inc. provides high quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States and offers consumers robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive internet in 1995 with its flagship website <http://www.autobytel.com/> and has since helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online. Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing the online registration form at [investor.autobytel.com/alerts.cfm](http://investor.autobytel.com/alerts.cfm).

### **About RealWorld Marketing**

RealWorld Marketing, an advertising agency in Scottsdale, AZ, has deep-rooted relationships exclusively with Honda and Acura teams nationwide. With over 20 years of combined experience in marketing, automotive is our business, and we are proud of it. Our teams are committed to hard work, innovation and creativity, putting our clients' needs first to result in

higher than expected return on investment. Our extensive knowledge leads us within the industry. Find out for yourself and check out our work at <http://realworldinc.com/portfolio/>.

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