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AutoWeb a Top Driver of Car Buying Traffic for Web2Carz

IRVINE, Calif., Jan. 25, 2017 (GLOBE NEWSWIRE) -- Autobyte Inc. (Nasdaq:ABTL), a pioneer and leading provider of online automotive services connecting consumers with dealers, recently shared highlights of the effectiveness of its AutoWeb paid search solution in generating in-market automotive website traffic for Web2Carz.

Web2Carz, a progressive lead provider and marketer for manufacturers and other online automotive marketplaces, has been using AutoWeb by Autobyte for the past year to drive high quality automotive traffic to its industry partners, with great results.

"For the past 12 months, the AutoWeb paid search solution has been one of our top performers, if not **the** top performer, when it comes to consumer engagement to drive traffic," said Alex Bravy, Co-founder of Web2Carz. "It even outperforms other top search engine ad campaigns for our clients. It has boosted our business and benefited our partners significantly."

The AutoWeb platform is a website traffic generation tool that uses proprietary technology to present millions of consumers with the right offers based on their desired make and model of interest - and their geographic location - at precisely the right moments online for maximum conversion. The vertical search technology then sends these high quality in-market shoppers straight to dealer and OEM websites. This traffic is of such high intent, advertisers are able to target consumers in real-time with ads relevant to their shopping needs while the shoppers are still engaged.

In addition to Web2Carz, Autobyte says it is seeing excellent results for other automotive clients as well, including high unique sessions, high click thru rates, lower cost, and better conversion performance overall compared to other digital strategies.

"Whether you're an agency, publisher, manufacturer, or dealer, our AutoWeb paid search solution drives highly engaged in-market automotive traffic to help you grow your business," said Billy Ferriolo, Chief Operating Officer of Autobyte Inc. "Our clients continue to report that we are sending them higher volumes of high quality automotive shoppers than other ad initiatives, at lower costs. This means increased business for our partners, and that's our ultimate goal."

To learn more about AutoWeb by Autobyte, text or call (734) 667-2359 or email direct@autobyte.com. Visit <http://dealer.autobyte.com/website-traffic/> for more details.

About Autobyte Inc.

Autobyte Inc. provides high quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States. The company also provides consumers with 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.autobyte.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 Autobyte news releases and invitations to special events by accessing the online registration form at investor.autobyte.com/alerts.cfm.

About Web2Carz

Web2Carz is a progressive lead provider and marketer for vehicle manufacturers and other online automotive marketplaces. The company's forward-thinking approach has helped drive high quality web traffic to its industry partners, resulting in increased brand awareness and, ultimately, increased car sales. The company's consumer-facing website, <http://www.web2carz.com>, caters to the needs of car buyers who want an excellent deal on a new or used automobile. Web2Carz offers visitors the ability to access a national network of dealerships, lenders, warranty organizations, and other automotive-related product offerings from a single online destination.

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