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## **Autobytel Highlights Tips to Turn Automotive Website Traffic into Showroom Traffic**

IRVINE, Calif., April 18, 2017 (GLOBE NEWSWIRE) -- Autobytel Inc. (Nasdaq:ABTL), a pioneer and leading provider of digital automotive services connecting in-market car buyers with dealers and OEMs, has outlined tips to help automotive marketers and retailers reach a broader range of in-market car buyers, and to drive that traffic to their websites and ultimately into dealership showrooms.

"With consumers spending more time online visiting dozens of websites during the automotive research process, it can be challenging to break through the online clutter to get consumers into showrooms where the sale ultimately happens," said Mindy Howe, Vice President, Strategic Accounts at Autobytel. "However, there are simple and cost effective ways to reach and engage with a broader audience of in-market car buyers and to drive that traffic to key areas of your website for optimal conversion."

Below are important tips to help you reach and engage with automotive consumers at the right place and the right stage of consideration.

### **1) Be where in-market automotive traffic is.**

As consumers start the purchase process, they use traditional search to consider multiple makes and models and as they continue along the Internet path to purchase, they narrow their choices by going to research sites. At the critical stage of finalizing their purchase sits vertical search, where active consumers on a publisher site like Autobytel find the specific inventory they're looking for before visiting a showroom. This is where dealers need to be.

### **2) Develop targeted content to drive conversions.**

Just as having a vertical search presence is important, it is equally important to have targeted content to drive engagement. The best offers target the exact make and model of interest, and the consumer's geographic location for maximum conversion. Website traffic technology, like that offered by Autobytel, drives this low-cost, in-market traffic straight to a dealer's website.

### **3) Link to the right pages of your site.**

The entire vertical search process culminates with the dealer website visit. That makes the pages to which dealers drive traffic a critical consideration. Contrary to popular belief, Howe advises against linking too deeply on your site. "We know that people often do not buy the vehicle they originally intended, so we suggest linking to pages that offer people a wider scope of inventory," she said.

### **4) Offer helpful website tools to drive conversions.**

Reaching and engaging with increased volumes of in-market traffic is important, but don't neglect the experience once consumers get to your site. Conversions depend on the tools dealers provide to get car buyers to stop researching and visit the dealership. Offer a texting solution that assists with compliance and engages the consumer. Provide virtual showroom technology that enables dealers to co-browse key areas of the website with customers. Offer shop by payment tools. And be sure to implement instant retargeting technology. Bear in mind that it's important to immediately engage with a consumer and make it easy to transact or get information.

"Our dealer, manufacturer, and advertising partners have invested thousands of dollars in their websites, but it is only as good as the traffic that lands there and the conversion tools they offer there to turn website visits into showroom visits," said Howe. "After all, that's really what it's about."

### **About Autobytel Inc.**

Autobytel 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.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).

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