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## **AutoWeb Traffic Drives High Volume, High Intent Consumers to Adpearance's Fortune 500 Dealer Networks**

IRVINE, Calif., Oct. 24, 2017 (GLOBE NEWSWIRE) -- AutoWeb, Inc. (Nasdaq:AUTO), a pioneer and leading provider of digital automotive services connecting in-market car buyers with dealers and OEMs, today highlighted the successes of its AutoWeb Traffic product in helping drive high intent automotive consumers to Adpearance's dealer clients, including the dealer networks of many Fortune 500 companies.

Adpearance is a full service digital marketing and software company that serves more than 700 clients in the automotive, heavy equipment, and local service industries.

"AutoWeb Traffic serves as an excellent additional advertising source for our automotive clients," said Calvin Mesman, Digital Advertising Services Director for Adpearance. "AutoWeb Traffic represents highly engaged consumers because the ads shown them are specific to the information they submitted for the vehicle of interest and zip code location. Because of this, we see fewer bounces, longer site durations, and higher pages/session counts compared to other traffic sources without an extra step in the process."

AutoWeb Traffic reaches and engages with consumers from millions of monthly visitors to the AutoWeb's network of automotive sites. Its proprietary platform uses targeted ads that are specific to a consumer's make and model of interest, and geographic location - with compelling calls-to-action - and drives quality traffic straight to dealer and OEM websites to help them sell more cars.

"The hot buttons facing dealers and OEMs today include finding quality website traffic from alternative sources and implementing effective conquering campaigns," said Mindy Howe, VP of Strategic Accounts for AutoWeb. "AutoWeb Traffic helps them successfully achieve both. With ever-increasing digital ad costs and more clutter in this space than ever before, dealers and manufacturers need every competitive edge they can get. AutoWeb Traffic is that competitive edge."

Adpearance's traditional stance on conquering was one of hesitancy due to the costs involved, but Adpearance says that AutoWeb Traffic has made conquering a successful tactic for many dealers.

"Before AutoWeb Traffic, we were sometimes hesitant to suggest conquering to our clients due to the cost of advertising," said Mesman. "However, this is an area where the platform excels. With a flat fee CPC, we are able to go after as many conquest brands as we'd like. We've seen cost-per-lead figures that are significantly lower than other conquering efforts. We love it, and our clients love it."

AutoWeb Traffic is just one product offered in AutoWeb's full suite of services, including high quality new and used car leads and conversion tools that turn website visits into showroom visits, to help dealers and manufacturers sell more cars.

Adpearance's services and software are focused on solving the problem of transparency in industries that have struggled to connect their marketing with their sales performance. Adpearance's development team (FourLabs) has brought to market a suite of industry-leading sales and marketing products that bring a new degree of transparency and performance to the industries it serves. Adpearance's flagship product (Foureyes<sup>®</sup>) is revolutionizing how salespeople use digital data to improve their sales performance.

For more information about AutoWeb Traffic, email [learnmore@autoweb.com](mailto:learnmore@autoweb.com).

For more information about Adpearance's marketing services, visit <https://adpearance.com>.

### **About AutoWeb, Inc.**

AutoWeb, Inc., formerly Autobyte Inc., provides high-quality consumer leads, clicks 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 and has since helped tens of millions of automotive consumers research vehicles, connected thousands of dealers nationwide with motivated car buyers, and has helped every major automaker market its brand online.

### **About Adpearance**

Adpearance is a full service digital marketing and software company that serves clients in the automotive, heavy equipment and local service industries. The company services more than 700 clients, including the dealer networks of many Fortune 500 companies. Its staff (dubbed *The Nerdherd*) is a combination of young, digital savvy valedictorians and experienced marketers driven by business needs and metrics. Adpearance's development team (FourLabs) develops industry-leading sales and marketing products that bring a new degree of transparency and performance to the industries it serves.

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