

Free Cars.com Webinar Examines Common Metrics Missteps that Prevail in Automotive Digital Marketing

CHICAGO, Aug. 22, 2013 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used cars, announced today that it will offer a free webinar for automotive dealers, "The 7 Digital Sins of Attribution," on Thurs., Sept. 12 at 11 a.m. CDT. The webinar, led by Cars.com training manager Ed Woelfle, looks at common online measurement missteps that can be damaging to a dealer's bottom line, including:

- Assuming all audiences are equal
- Putting too much focus on the lead
- Thinking Vehicle Detail Page volume alone is the gateway to the sale
- Not recognizing the importance of mobile (and the behaviors of mobile shoppers that matter)
- Underestimating the value of online branding
- Valuing your website above all else
- Believing you can measure everything

"Consumer shopping behavior has changed significantly over the past 10 years, but many stores are still measuring the same old behaviors," said Woelfle. "In my webinar, I'll share a new way of looking at metrics and ROI, helping dealers learn how to reach the right audience more effectively, build awareness of their brand and inventory, influence shopper consideration throughout their process and ultimately connect with more shoppers when they're ready to buy."

Dealers who attend the webinar will:

- Learn how common measurement myths may be costing their store sales and revenue
- Understand which metrics matter today given changes in shopping behavior
- Gain a strong foundation for looking at their business differently, including evolving dealership processes and making more effective marketing decisions

For more information and to register for the webinar, visit dealers.cars.com/knowledgecenter.

About Ed Woelfle:

As training manager, Ed Woelfle is responsible for training Cars.com staff on everything from product knowledge to dealership process. In his role, he's also worked closely with automotive manufacturers on training initiatives such as digital merchandising, reputation management, and mobile/social channel reach. Before joining the training team, Ed served as an affiliate sales manager, where he facilitated training and development at several affiliate newspapers and television stations throughout the country.

Prior to Cars.com, Ed worked with United Airlines for 15 years as a national account manager out of their world headquarters, working with their largest retail travel suppliers. Among his numerous achievements, Ed was awarded the Top Supplier Award from both American Express and Carlson Companies while at United.

ABOUT CARS.COM

Cars.com is an award-winning online destination for car shoppers that offers information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car.

Cars.com offers thousands of new and used vehicle listings, consumer reviews, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and many other tools. Cars.com puts millions of car buyers in control of their shopping process with the information they need to make confident buying decisions. Launched in June 1998, Cars.com is a division of Classified Ventures LLC, which is owned by leading media companies, including A.H. Belo (NYSE: AHC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

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