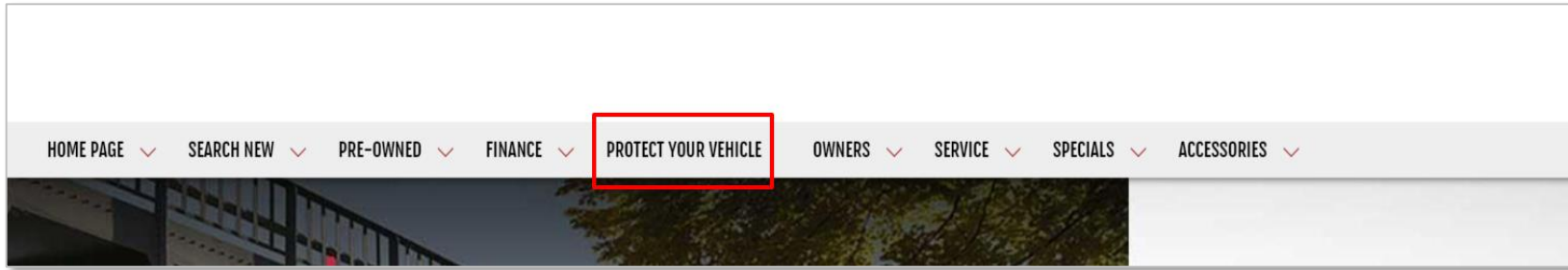


Content Placement

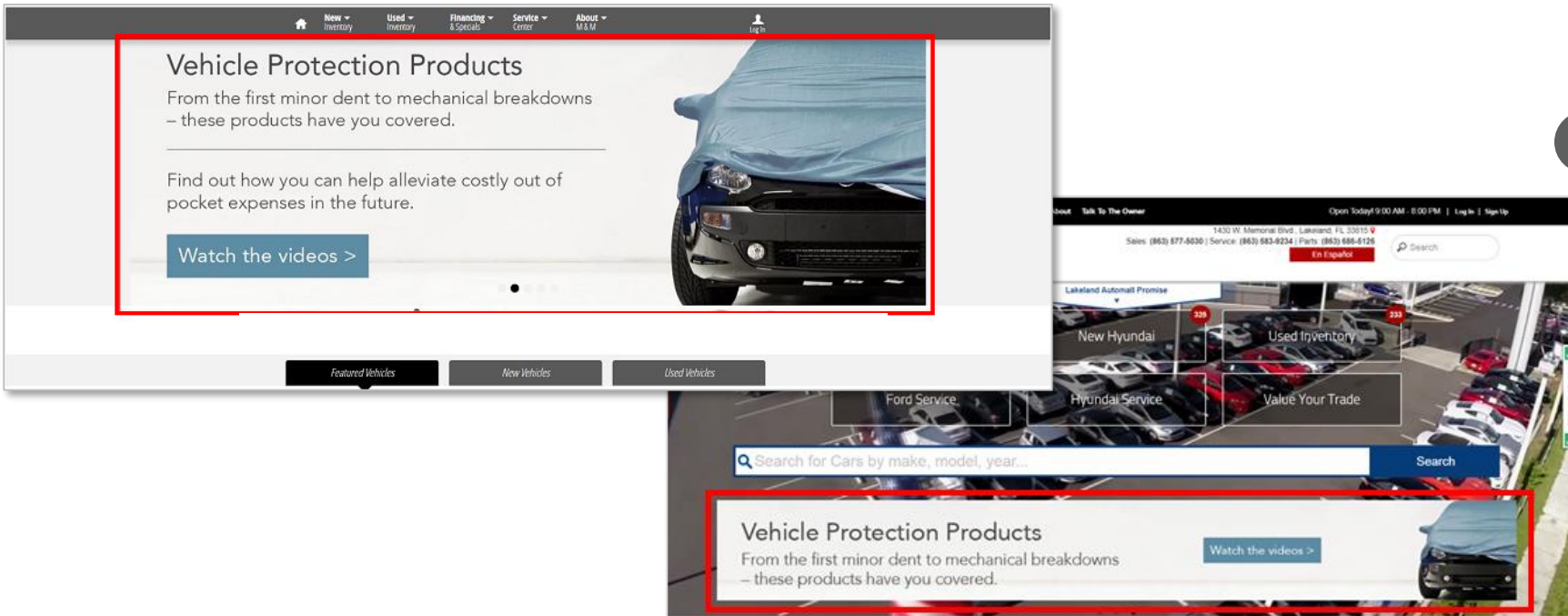
Recommendations and how placement makes a difference

Content needs to be easily identifiable



1

Add Vehicle Protection Products to the navigation bar

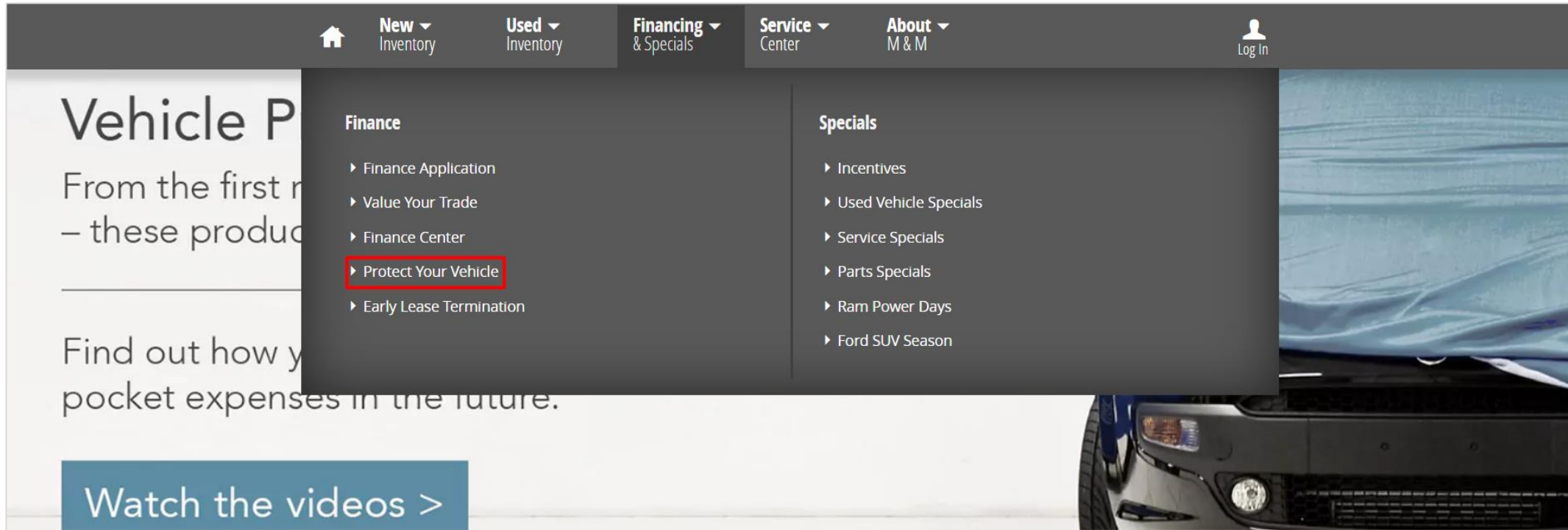


2

Add image to the top of the home page

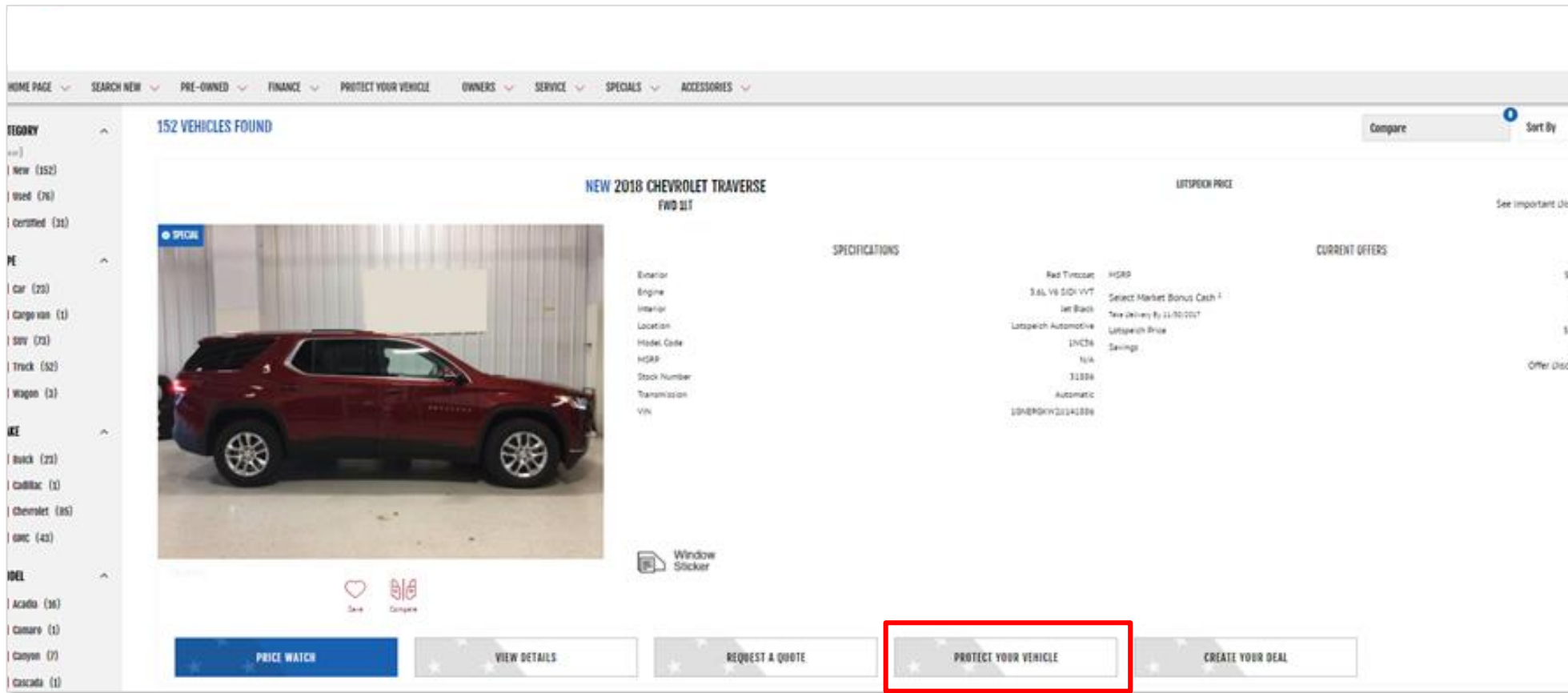
- o Also consider adding additional images on home page or other pages within the website

Incorporate content links into main site navigation



- 3 Can be included in all appropriate dropdowns. For example, Finance & Specials as shown above.

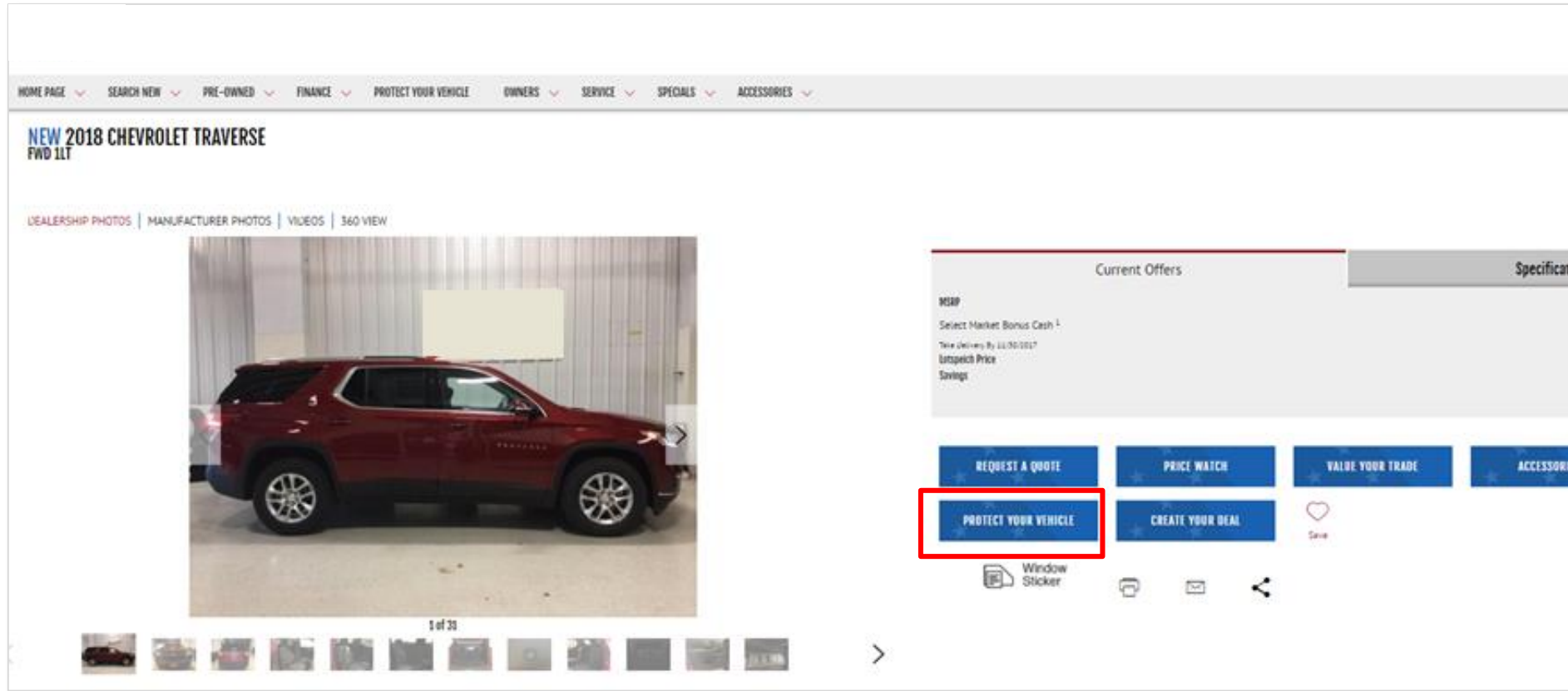
Place content in various stages of buyer research



4 Protect Your Vehicle button on **all** inventory search pages



Place content in various stages of buyer research



4 And Protect Your Vehicle button on **all** vehicle detail pages

Placement Makes a Difference!

1 = Vehicle Protection Products on the navigation bar
 2 = Image to the carousel on the home page
 3 = In the Finance drop down on the navigation bar

4 = As a button on all inventory research and vehicle detail pages
 5 = Image on home page, non carousel
 6 = Image on Finance page

Placements	Microsite Visits	Average Time on Site	Average Actions Per Visit	Microsite Actions
1, 2 and 4	259	5 min 46 s	1.4	369
2 and 3	109	5 min 15 s	1.6	173
3 and 4	91	8 min 52 s	1.3	120
3	80	6 min 13 s	2.1	168
2 and 3	54	9 min 18 s	2.1	114
2 and 3	54	7 min 12 s	1.6	54
2 and 5	39	7 min 54 s	1.5	59
5	10	3 min 51 s	1.9	19
Totals/Averages	696	7 min 00 s	1.7	1,076

