

Featured Press Release on Automotive Digest

Autobytel's Innovative Matching of Lead Data to IHS Vehicle Registration Information Wins Prestigious 2015 Spectrum Excellence Award

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What is this award all about?

This prestigious industry award, presented by IHS Inc. (NYSE:IHS), the leading global source of critical information and insight, spotlights organizations and individuals around the world who make decisions and achieve their business goals through innovative use of information, analytics and expertise.

Established in 2006, the popular industry award program was expanded in 2014 to honor achievements across an expanded range of industry sectors, professional disciplines and geographic regions.

What did Autobytel do to win the Spectrum award?

Essentially, Autobytel established a program with IHS company, Polk, to determine & report the number of retail vehicle sales of consumers submitting leads through the Autobytel network that actually resulted in a registered sale of a vehicle including the selling dealership.

Since the award program's inception, more than 100 organizations around the world have been recognized for their accomplishments, and Autobytel is one of only four automotive companies to win.

How this innovative idea works:

Autobytel set up a reporting process with IHS that matches lead data to vehicle registration information thus enabling dealers and OEM clients to optimize their online marketing strategies to turn more leads into sales.

Autobytel uses IHS automotive vehicle registration information to determine the number of retail vehicle sales of consumers submitting leads through the Autobytel network.

What were the results of this lead tracking & reporting process?

In 2014, Autobytel generated 6.6 million leads, up 30 percent from the previous year, and consumers submitting leads through the Autobytel network accounted for 4.35 percent of all U.S. new vehicle retail sales.

How Autobytel's CEO, Jeff Coats, accessed the significance of the award:

"Data plays a critical role in our business operations, helping us improve the quality of the millions of consumer connections we send to dealers and manufacturers each year,"

"With IHS, matching lead data to vehicle registration information has enabled our dealer and OEM clients to optimize their online marketing strategies to turn more leads into sales. It's incredibly rewarding to receive this honor and to be recognized for the work we've done to become a true partner to our industry clients."

What the IHS Spectrum Chair, K.C. Chartrand, said about Autobytel:

"Autobytel has demonstrated truly outstanding leadership in the use of advanced information and analytics." "We are proud to recognize their remarkable achievements, and we would like to thank them for sharing their story – so others can understand how they are successfully addressing some of today's strategic industry challenges."

What you probably already know about Autobytel Inc.

Autobytel Inc. provides high quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States and offers consumers robust and original online automotive content. The company pioneered the automotive internet in 1995 with its flagship website www.autobytel.com and has since helped tens of millions of automotive consumers research vehicles. For more information, go to <http://investor.autobytel.com/alerts.cfm>.

What you should know about IHS Automotive (www.ihs.com/automotive)

IHS Automotive, part of IHS Inc. (NYSE:IHS), offers clients the most comprehensive content and deepest expertise and insight on the automotive industry available anywhere in the world today. With last year's addition of Polk, IHS Automotive now provides expertise and predictive insight across the entire automotive value chain from product inception – across design and production – to the sales and marketing efforts used to maximize potential in the marketplace. Headquartered in Englewood, Colorado.

See the original press release:

Autobytel Wins Prestigious IHS Spectrum Award for the Automotive Industry
https://www.einnews.com/pr_news/264117909/autobytel-wins-prestigious-ihs-spectrum-excellence-award-for-the-automotive-industry

To see Autobytel's award-winning case study, visit: <http://cdn.ihs.com/www/pdf/Autobytel-Auto-excellence-award.pdf>. To learn more about Autobytel's industry-leading products, services and information, visit <http://www.dealer.autobytel.com> and <http://www.mobile.autobytel.com>.

