

AUTOINTELLIGENCE: THE ONLINE CHANNEL™

Automotive online competitive insights from Compete

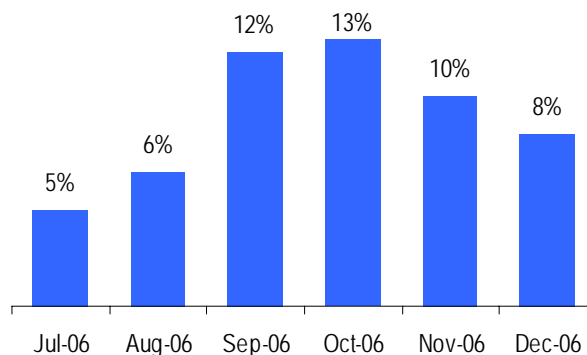
GMC SCORES A TOUCHDOWN IN SPORTS-MINDED SEGMENT

GMC teamed up with ESPN's Monday Night Football to sponsor the "Keys to Victory" promotion, using an integrated marketing campaign to attract more sports-minded people to the brand. Compete measured traffic to gmc.com from people engaged with online sports content (Sports-Minded behavioral segment) as a percent of total OEM website traffic from the segment.

GMC's "Keys to Victory" promotion succeeded at increasing the OEM's online traction within the Sports-Minded segment. Prior to the NFL season, GMC's average monthly share of sessions from sports-minded visitors was 5.6%. During the NFL season, GMC share nearly doubled. From September through December, gmc.com captured 10.9% share of sessions from this behavioral segment.

Further analysis could determine if these sports-minded consumers were actively engaged on gmc.com, and identify opportunities for sustaining GMC's Sports Minded Segment share after the football season. Tracking online automotive behavior and surveying these visitors would provide additional insight into the effectiveness of this promotion.

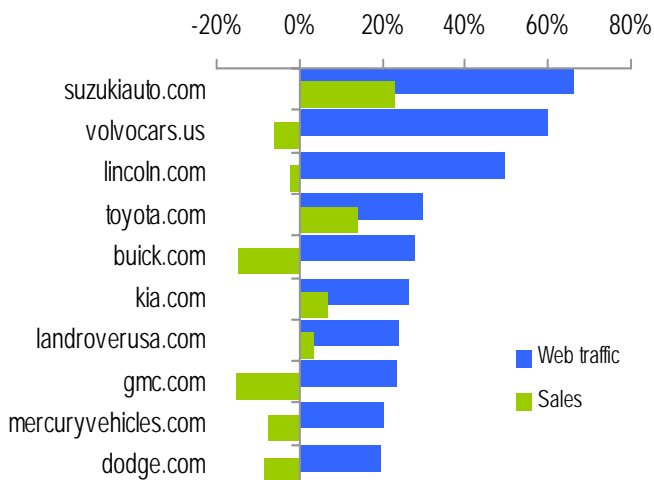
GMC.COM SESSIONS FROM SPORTS MINDED PEOPLE AS A PERCENT OF ALL OEM SPORTS MINDED SESSIONS (INCLUDES ALL SPORTS CATEGORIES)



QUALITY MATTERS MOST WHEN EVALUATING RIVAL SITE TRAFFIC

In 2006, OEM-Branded site traffic increased 10% from 2005 despite a 2% decline in sales during the same period. The average number of visitors to the OEM-Branded site category was a record 13 million per month. Compete ranked the Top-10 OEM sites for 2006 based on percentage growth in average monthly visitors from 2005 and compared this to changes in sales performance.

2006 TOP-10 FASTEST GROWING OEM-BRANDED SITES: PERCENTAGE CHANGE IN YEARLY ONLINE TRAFFIC AND SALES



Compete's analysis shows that there is more to enabling sales growth than the quantity of visitors to an OEM site. Only four out of the Top-10 OEMs increased both site traffic and sales in 2006 – Suzuki, Toyota, Kia, and Land Rover.

Beyond site traffic at a high level, OEMs need to understand how to effectively drive automotive shoppers toward active engagement online including purchase requests, dealer contacts, and configurators in order to improve sales growth. By examining site and online media effectiveness, OEMs can optimize online advertising and search investments to drive more active engagement on their respective sites.

GMC "Keys to Victory" drove more sports-minded visitors to the brand.



Compete provides contextual automotive online intelligence framed in the most detailed and immediate insights into online media effectiveness, site effectiveness, and channel synchronization. Our services help automotive online executives optimize content, tool, and marketing decisions and benchmark performance against rival actions.

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