

AUTOINTELLIGENCE: THE ONLINE CHANNEL™

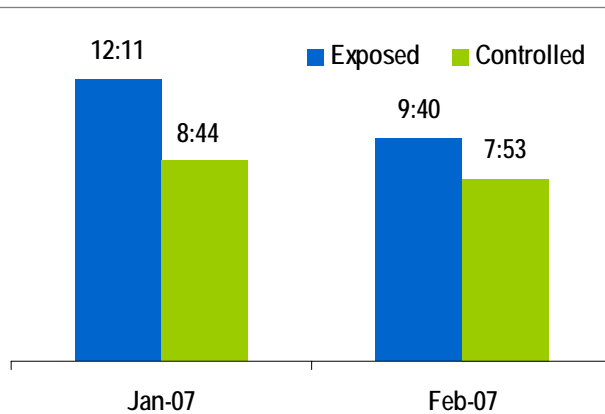
Automotive online competitive insights from Compete

MY CADILLAC STORY: THE FIRST CHAPTER

In January, Cadillac launched mycadillacstory.com, an online community for Cadillac enthusiasts. The site features celebrities from Joan Jett to Tiki Barber to Andy Garcia telling their Cadillac story, and also invites amateur enthusiasts to submit their own experiences via the website, YouTube or a toll-free number. Compete took an early look at this site and its impact on visits to cadillac.com.

Compete evaluated the amount of time spent on cadillac.com among people who visited mycadillacstory.com (exposed) and compared this to people who did not visit the Microsite (control). In January, the exposed group spent 33% percent more time on cadillac.com than the average control group visitor. By capturing more attention from the exposed group, Cadillac's effort succeeded at attracting and engaging better quality visitors to cadillac.com.

AVERAGE TIME SPENT PER UNIQUE VISTOR ON CADILLAC.COM (MYCADILLACSTORY.COM VISITORS VS. NON-VISITORS)

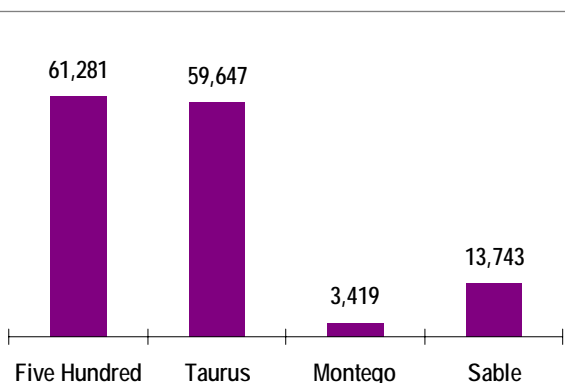


This initial analysis shows the branding campaign's impact has been positive. Measuring mycadillacstory.com over time and providing deeper analysis into the two groups will provide a more complete picture of how successful this campaign is for Cadillac and if it could be an effective strategy for other OEMs.

SEARCHING FOR TAURUS AND SABLE

In February, Ford announced that the 2008 Ford Five Hundred will be renamed the Taurus and Mercury Montego will be renamed the Sable. To gain insight into consumer awareness of these four brands, Compete measured the number of search queries for each vehicle the month prior to the announcement.

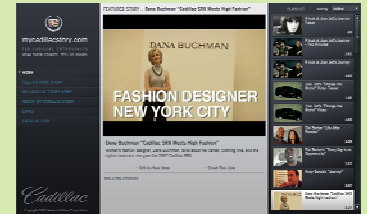
SEARCHES CONDUCTED FOR FORD & MERCURY VEHICLES (JANUARY 2007; TOP-FOUR SEARCH ENGINES)



Despite a lack of active marketing, both Taurus and Sable have maintained relatively high awareness based on search queries. Taurus search activity nearly equaled the Five Hundred, while consumers searched for the Sable substantially more than the Montego.

Marketers can rely on search term analysis to gain a clearer view of brand awareness; this analysis suggests that the Taurus and Sable have maintained brand equity among consumers. Trending this analysis over time will further highlight how consumers are reacting to the name change after the launch of the new marketing campaigns.

Cadillac stories attract more engaged cadillac.com visitors.



Compete's Online Channel Effectiveness services provide 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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