



2020 AUTO BOWL

COX AUTOMOTIVE™



Taycan

“The Heist”

MODEL LEVEL RESULTS

GAME NIGHT



+489%

Research Activity



+874%

Shopping Activity

BIG GAME MONDAY



+52%

Research Activity



+101%

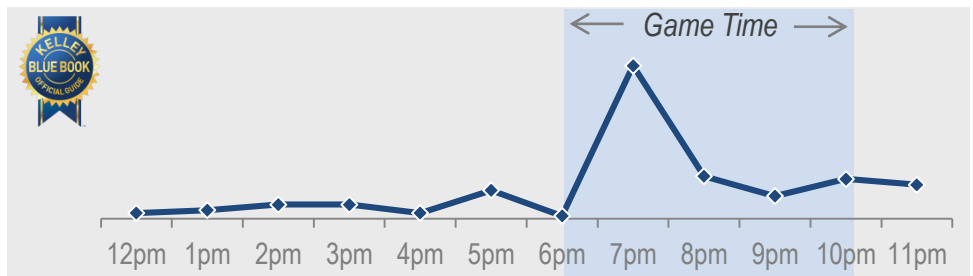
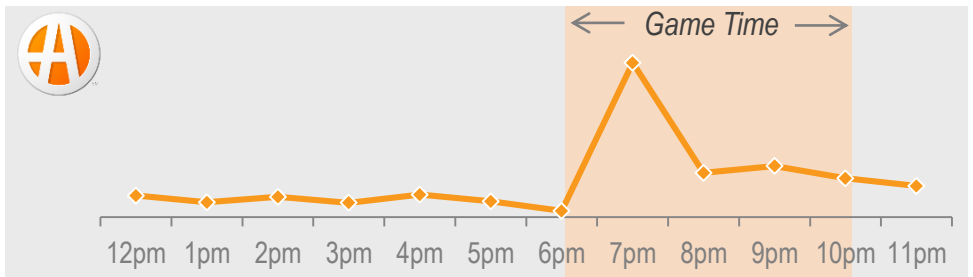
Shopping Activity

GAME NIGHT: HOURLY TRAFFIC TREND

“The Heist”
Airtime: 7:11 pm

These charts reflect the traffic trend for the advertiser on Sunday, February 2nd 2020.

Each point reflects activity for the full hour (e.g., 1pm indicates traffic occurring between 1pm and 2pm). All times are EST.



- KBB New Car Page Views; Autotrader New/All Searches
- Lift Percentages Reflect Hour After Ad Ran vs. Hour Before the Game
- Big Game Monday vs. Average of Four Prior Mondays for KBB and versus Two Prior Mondays for Autotrader (due to model on site availability)