



2020 AUTO BOWL

COX AUTOMOTIVE™



Highlander

“Heroes”

MODEL LEVEL RESULTS

GAME NIGHT



+327%

Research Activity



+173%

Shopping Activity

BIG GAME MONDAY



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Research Activity



+10%

Shopping Activity

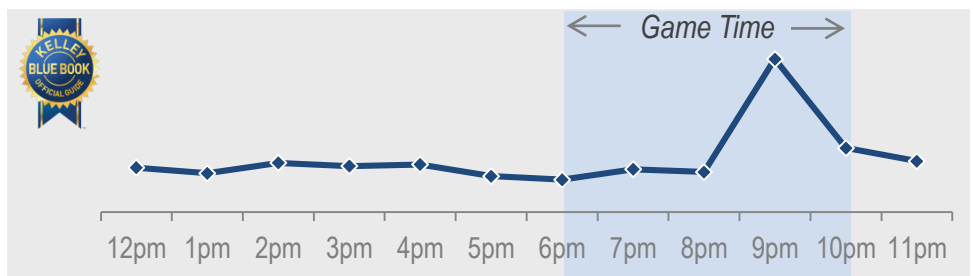
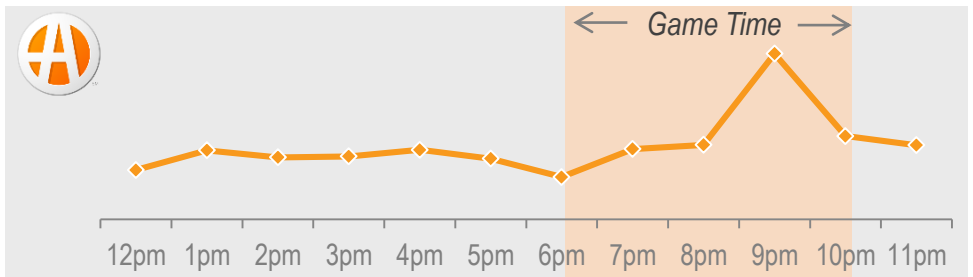
GAME NIGHT: HOURLY TRAFFIC TREND

“Heroes”

Airtime: 9:14 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
- ** The absence of a percentage indicates the model did not have a measurable increase in the demonstrated period