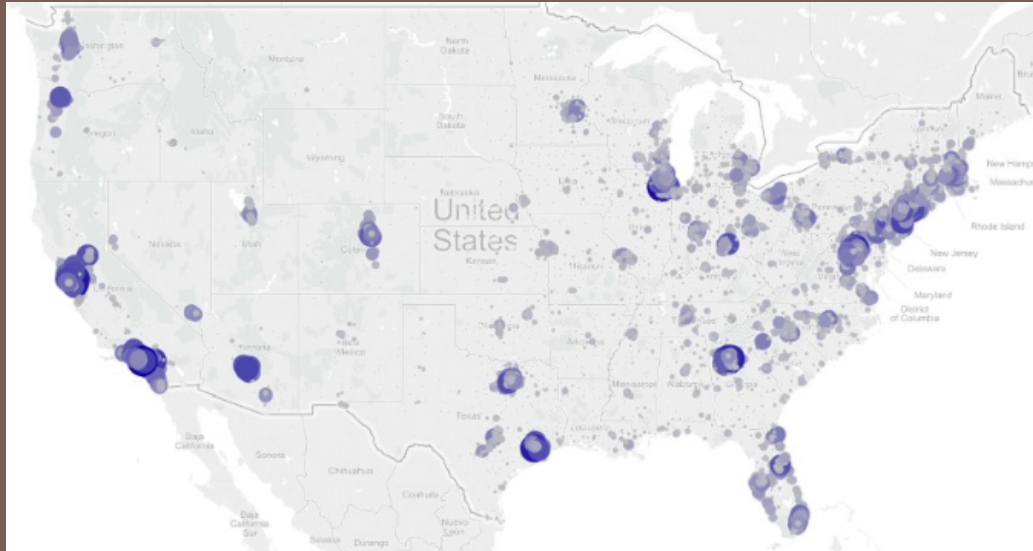


OPTIMIZING NEW DEALER PARTNERSHIPS



Current Edmunds dealer partner map, from intro presentation

The Motivation



Effectively and efficiently acquiring new dealership partners requires thoughtful allocation of limited resources

New partnerships should be located near underserved, “good” customers

How can we find these high-impact locations?

Customer Quality and Dealership Impact

Customer quality index (CQI)

Weighted score based on:

- Income
- Age
- Time spent on edmunds.com
- Forum Posts
- More

The CQI is a measure of “good” customer traits

Dealership Impact Score (DIS)

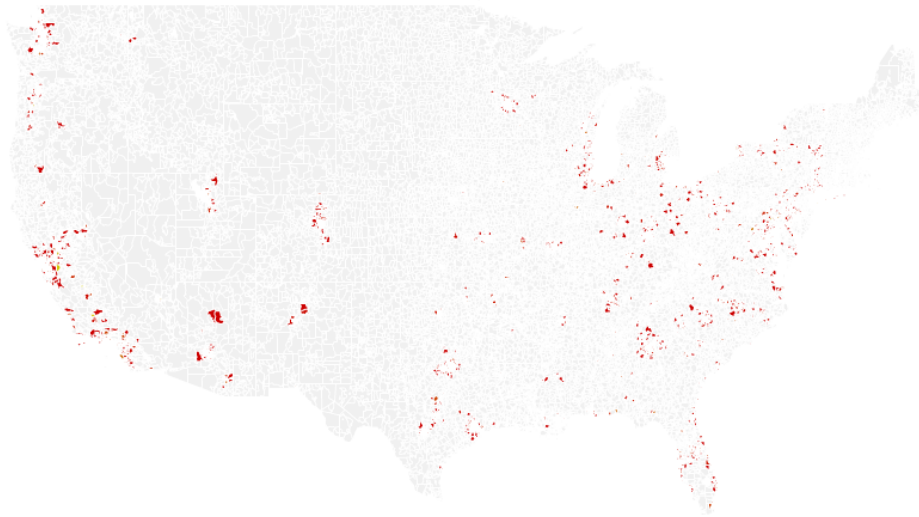
Weighted score based on:

- CQI
- Distance from dealership
- Population

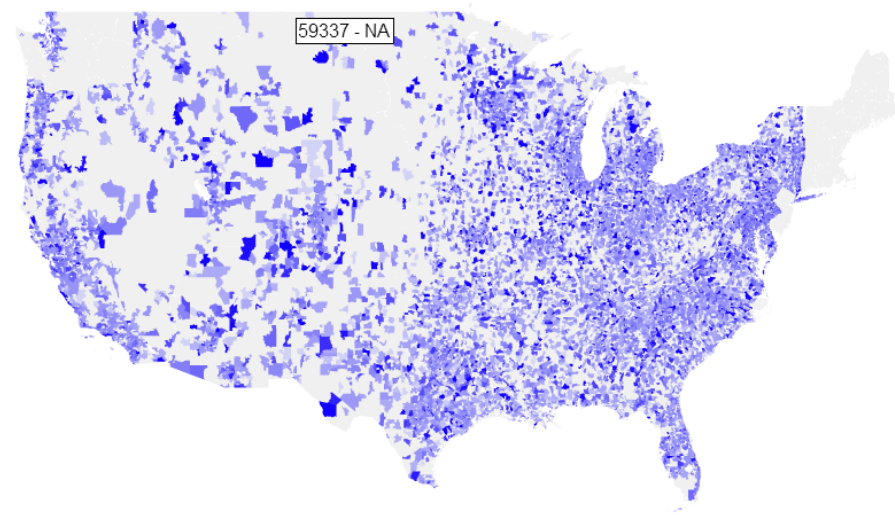
The DIS is a measure of how much impact a new dealership will have

Results: Where should new dealerships be located?

DIS by ZIP Code



CQI by ZIP Code



Top candidates for new dealerships include: Lawrence, MA; Worcester, MA; Lake Worth, FL; Milwaukee, WI; Madison WI; and Arlington VA.