

# Steer Traffic to Your Auto Website The Right Way

Here's some key information to unlock your response rates, auto dealers.



SPORTS networks generate **27%** more responses



SPECTRUM NEWS increases responses by **30%**



There's a nearly **40%** response rate from daytime as opposed to prime time

▶ ▶ ▶ **Get Creative!** Maximize the potential of your creative by:



Aligning first-party data with third-party audience profiles



Revealing your true consumers



Creating new ads with those attributes

