

**“Using the results from InMobi Pulse,
we were able to have an
immediate impact on traffic and
conversion rates”**

- Amie Lindaas

SENIOR MANAGER, RESEARCH AND INSIGHTS



Background

Cars.com is a leading digital automotive marketplace that creates meaningful connections between buyers and sellers. Launched in 1998 and headquartered in Chicago, the company has evolved into one of the largest digital automotive platforms, connecting thousands of local dealers across the country with millions of consumers.

While purchasing a car remains one of the largest and most significant recurring purchases in one's lifetime, the car buying experience ranks among the most dreaded (above jury duty and cleaning toilets). From research to financing, shopping for a car is a stressful and overwhelming process.

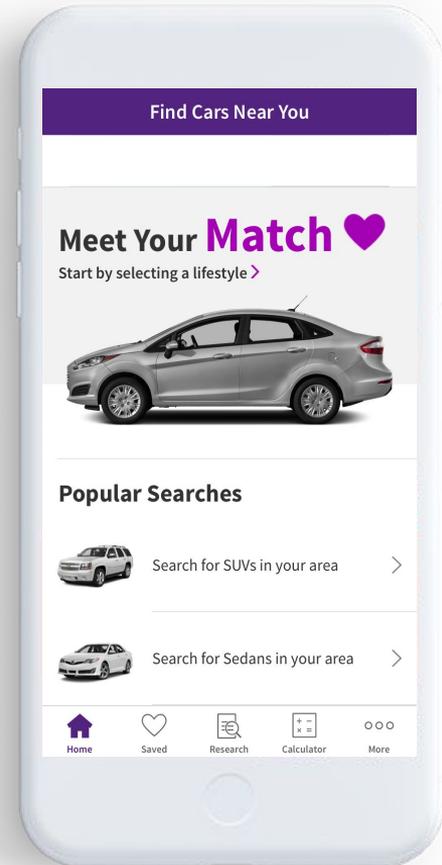
Cars.com is on a mission to improve the car buying process and employ a “human to business” mindset. Gaining authentic feedback has always been at the core of Cars.com and continues to play an integral role in its transformation. Key to these efforts have been delivering trusted expert content, providing resources and intelligence to empower consumers, connecting customers to reputable car dealers, and implementing technology that can recommend the “right car” based on customer needs.

The Challenge

As part of their commitment to the “human to business” model, the Cars.com Research & Insights team wanted to better understand how users researched cars, what factors they considered, and what ultimately drove consumers to purchase. They were specifically interested in gaining actionable insights to improve website traffic and lead submission rates, and tackling competitive challenges from new entrants.

However, traditional research methods proved limiting. First, conventional tools served lengthy surveys (40+ questions) which meant high drop-off and poor data quality. Furthermore, the traditional tools required significant data processing, so using, extracting and sharing meaningful recommendations was overly cumbersome. These challenges were compounded by the long turnaround timelines – sometimes with results being delivered often after business needs had evolved.

To accurately analyze usage and awareness, Cars.com needed a platform that could humanize outreach and response collection to draw feedback from the right audience, and provide real-time insights that could be consumed across business stakeholders in the organization.



Results

- Data delivered **4X faster than traditional research solutions** – the team launched the survey and was reviewing results within a week
- Real-time insights via the dashboard enabled the Research and Insights team and Marketing team to collaborate and **make modifications to in-market campaigns to improve lead quality**
- The easy-to-use reporting dashboard **provided detailed demographic and behavioral insights** not accessible with traditional research and also allowed for broader consumption of results throughout the organization
- Insights about competitors highlighted opportunities to **refine and improve campaign and website messaging**
- **Generated 2x sample response size** and delivered statistically significant responses for even deep, granular divisions of results



Amie Lindaas

SENIOR MANAGER, RESEARCH AND INSIGHTS

“I was very impressed with inMobi’s ability to quickly implement a brand tracking study. Within a matter of weeks, the survey was deployed and we had a comprehensive dashboard to view results for Cars.com as well as its competitors. This was incredibly helpful in understanding awareness and usage among our mobile audience. The results also highlighted quick wins to in-market campaigns that we could implement and have an immediate impact on traffic and conversion rates.”