

# NATIVE HOMEPAGE PACKAGE

January 2016



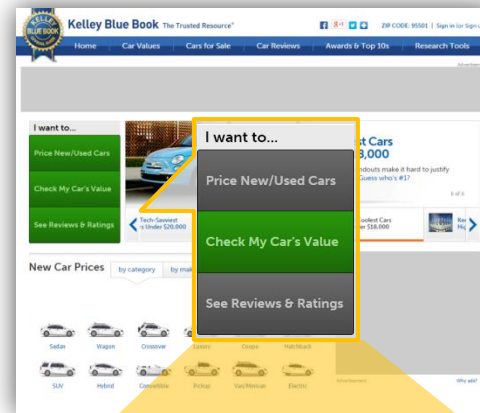
Kelley Blue Book  
**KBB.COM**  
The Trusted Resource



# KBB.com is the first destination for shoppers returning to the market

## Beginning their search by checking their current vehicle value

- **75%** of visitors who visited New Car and Owners, visited **Owners first**<sup>1</sup>
- **76%** of visits to the Owners Homepage originated from an **organic search or direct visit**<sup>2</sup>
- **70%** of surveyed visitors to the Owners Homepage indicated they were more than **3 months away from purchase**<sup>3</sup>

A screenshot of the Kelley Blue Book 'Get Your Blue Book Value' form. The form is titled 'Get Your Blue Book Value then Price Your Next Car'. It asks the user to 'Tell Us Which Car You Own' and provides a 'Valores en Español' link. The form includes input fields for 'Year', 'Make', 'Model', and 'Mileage'. Below the fields, there are examples: 'e.g. Honda' and 'e.g. Accord'. A blue 'Next' button is at the bottom.

What's my car worth?

What will my next vehicle be?

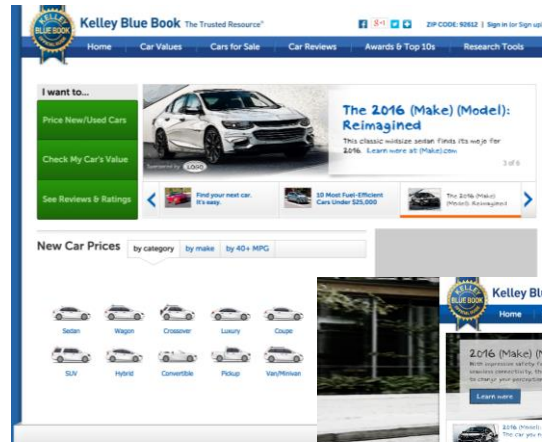
What should I pay for my next vehicle?

# NATIVE HOMEPAGE PACKAGE

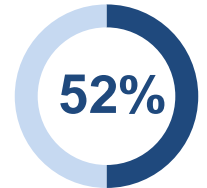
Drive more attention and boost awareness with native integrations

Native ads are viewed

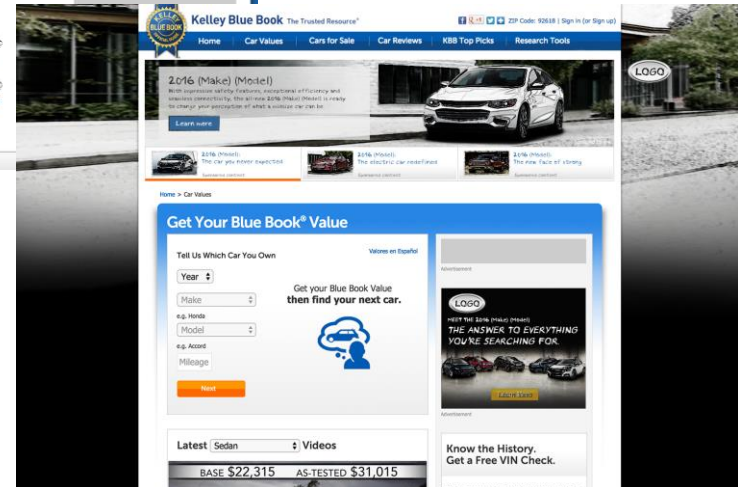
- High-profile package consisting of uniquely integrated sponsorships
- Includes sponsored placement in the Homepage Rotating Content Module and native Owners HP Takeover
- Homepage Rotating Content Module is one of KBB.com's most effective traffic drivers for site content



Homepage Rotating Content Module



more than banner ads.<sup>1</sup>

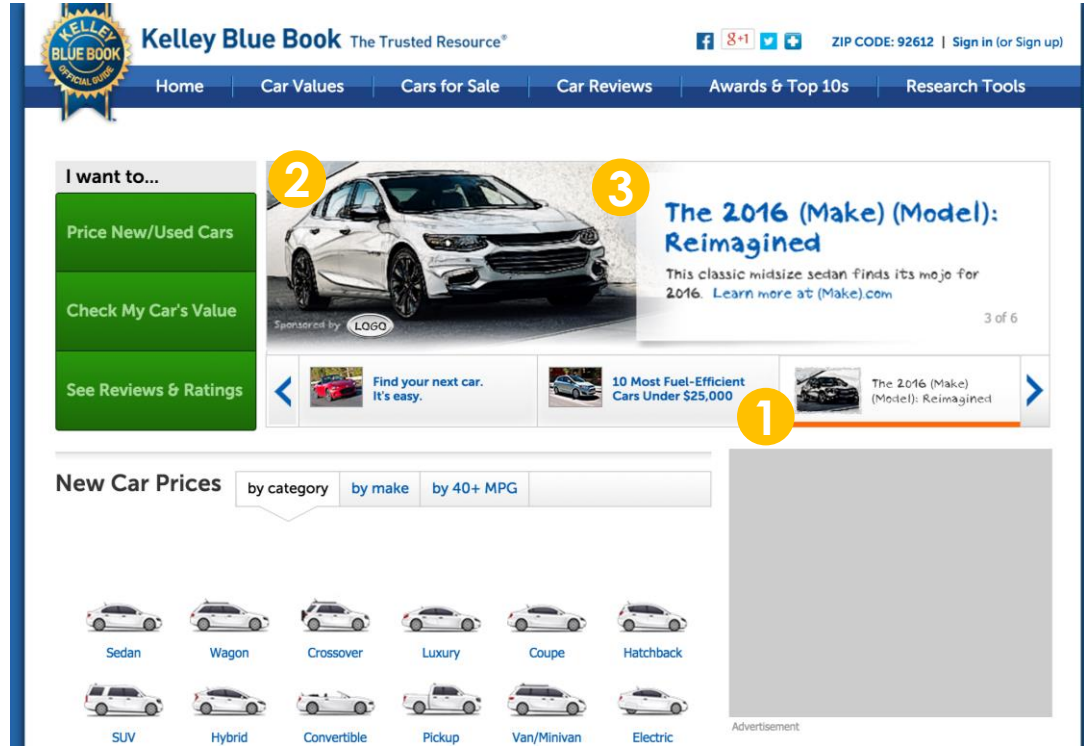


Owners Homepage Takeover

# NATIVE HOMEPAGE PACKAGE: Homepage Rotating Content Module

Prominent homepage placement within a native site experience

- 1 Sponsor occupies third slot in Rotating Content Module and takes over the main header space above when selected
- 2 Large sponsor photo
- 3 Sponsor copy and link to OEM site with native look and feel





# NATIVE HOMEPAGE PACKAGE: Owners Homepage Takeover

Highlight multiple messages to potential shoppers at an early influence point

- 1 Native billboard design resembling the Homepage Rotating Content Module and completely owned by OEM.
- 2 Seamless inclusion of multiple messaging opportunities via tabs
- 3 Clickable wallpaper
- 4 MREC included

The screenshot displays the Kelley Blue Book homepage with several key features highlighted by numbered callouts:

- 1:** A large rotating content module featuring a white sedan with the text "2016 (Make) (Model)" and "With impressive safety features, exceptional efficiency and seamless connectivity, the all-new 2016 (Make) (Model) is ready to change your perception of what a midsize car can be." A "Learn more" button is visible.
- 2:** A row of three smaller rotating content modules, each with a car image and text: "2016 (Model): The car you never expected", "2016 (Model): The electric car redefined", and "2016 (Model): The new face of strong".
- 3:** A large, dark, clickable wallpaper area on the right side of the page featuring a "LOGO" in a white oval.
- 4:** A "Get Your Blue Book Value" form with fields for Year, Make, Model, and Mileage, and a "Next" button. To the right of the form is a "MREC" (Most Relevant Content) advertisement featuring a "LOGO" and the text "MEET THE 2016 (Make) (Model) THE ANSWER TO EVERYTHING YOU'RE SEARCHING FOR." with a "Learn More" button.

The page also includes the Kelley Blue Book logo, navigation tabs (Home, Car Values, Cars for Sale, Car Reviews, KBB Top Picks, Research Tools), and social media links.