

16.4 Million More Full Page Ad Views (fpas) On Auto Trader In January

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Dealers have benefitted from a significant increase in full page ad views (FPAs) in January 2015, according to latest Auto Trader data. The site drove more than 253 million link-throughs to FPAs, an increase of 6.9% year on year. That's more than 16.4 million more views for what some have described as the 'magic moment in marketing' compared with January 2014

"As part of the car buyer's digital journey, the move from search to a full page ad view represents a significant step towards a sale," said Jonathan Williams, Auto Trader marketing director. "It represents the chance to generate a prospect, a lead or more often a showroom visit. And it's that direct correlation with an increase in sales that makes a 16.4 million increase in full page ad views such positive news for our retail partners."

The increase has been attributed to significant investment in the next phase of the company's *What Drives Us is You* strategy. Launched on 26 December, this began with *The Searchers*, a thirty second television commercial, supported by online video content, a YouTube takeover and social media activity. The aim of the campaign was to push more buyers to Britain's largest online marketplace for cars, during January when online search activity surges. Figures for January show it has been a success.

"Our campaign has clearly connected with buyers and we're continuing to work on ways to make searching for a new car as easy as possible," added Williams. "That means improving the experience for those who know what they are looking for, but also for those who need more help in finding the right make and model to suit their individual needs."

Airing throughout the first quarter of 2015, the Searchers TV advert alone will be seen more than 350 million times.

For all trade media enquiries, please contact:

Nigel Wonnacott, PR Director at JJ Marketing, on 07802 483 971 or nigel.wonnacott@jjmarketing.co.uk

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