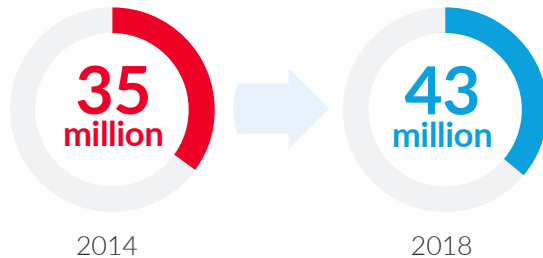


# The Rise of Mobile

Are you reaching the mobile shopper?

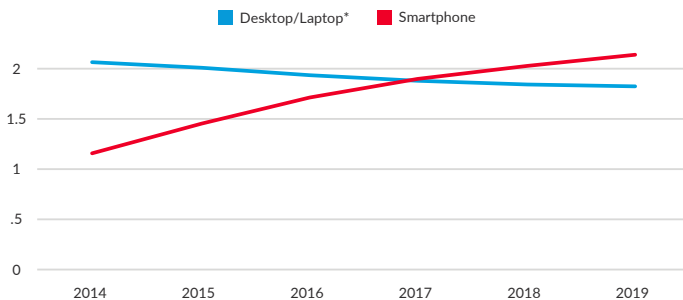
CarGurus®

Smartphone use in the UK has risen 23% in the past 5 years<sup>1</sup>



77% of adults in the UK use a smartphone daily<sup>2</sup>

People now spend more time on mobile than on desktop...<sup>3</sup>



...and they have high expectations when they shop on mobile

61% of people won't come back to a site if it won't load properly<sup>4</sup>

40% of people will look for a competitor instead if they have a poor experience on mobile<sup>4</sup>

## The Mobile Car Shopper

Mobile devices play a key role in getting shoppers to a dealership's lot



71% of CarGurus shoppers say they use a mobile device to research and shop for cars<sup>5</sup>

...but car shoppers are still using mobile devices to inform their purchase decisions while they're on the lot

53% of CarGurus shoppers have used or plan to use their smartphone for research at the dealership<sup>7</sup>

<sup>1</sup>Smartphone Users, by Country, eMarketer, 2018; <sup>2</sup>Smartphone adoption: Stable and strengthening, Deloitte, 2017; <sup>3</sup>Smartphone Use Headed for a New Milestone in the UK, eMarketer, Sept 2017; <sup>4</sup>CarGurus Consumer Survey, n=2,000, Jan 2018; <sup>5</sup>Why marketers should keep sending you e-mails, McKinsey & Company, 2014; <sup>6</sup>Mobile Trends in this Mobile World, Think with Google, 2017; <sup>7</sup>CarGurus Consumer Survey, n=266, Jul 2018; <sup>8</sup>Google Analytics (internal data), Q3 2018; <sup>9</sup>CarGurus data, Q3 2018