

Double-Digit Growth in Traffic and Leads By Q3

EXTENDED WARRANTY COVERAGE — CHRYSLER, DODGE, JEEP, & RAM



ORGANIC TRAFFIC

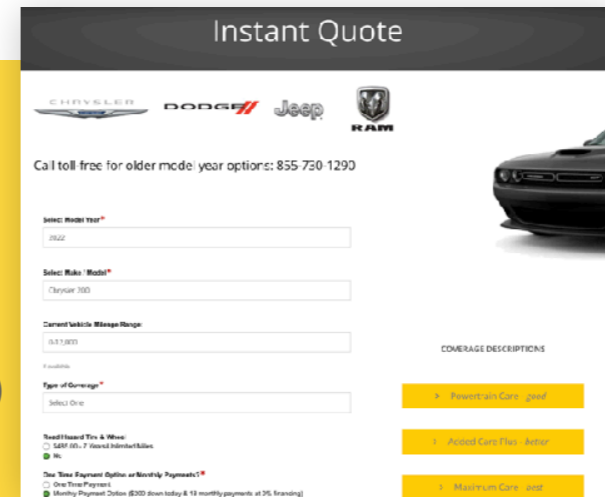
▶ **17% increase**

- **15% increase** (new sessions)
- **4,079 sessions** (record high/month)

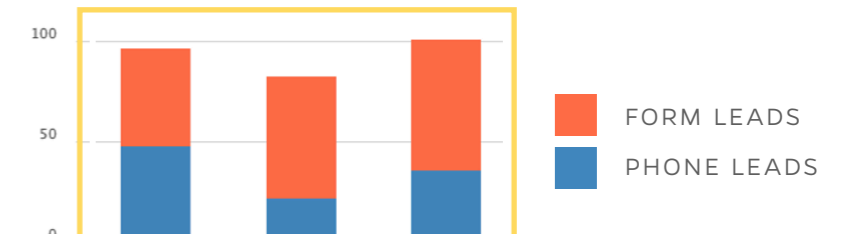
TOTAL LEADS

▶ **45% increase**

- **33% increase** (form leads)



ORGANIC LEADS (by month)



ORGANIC TRAFFIC (by month)

