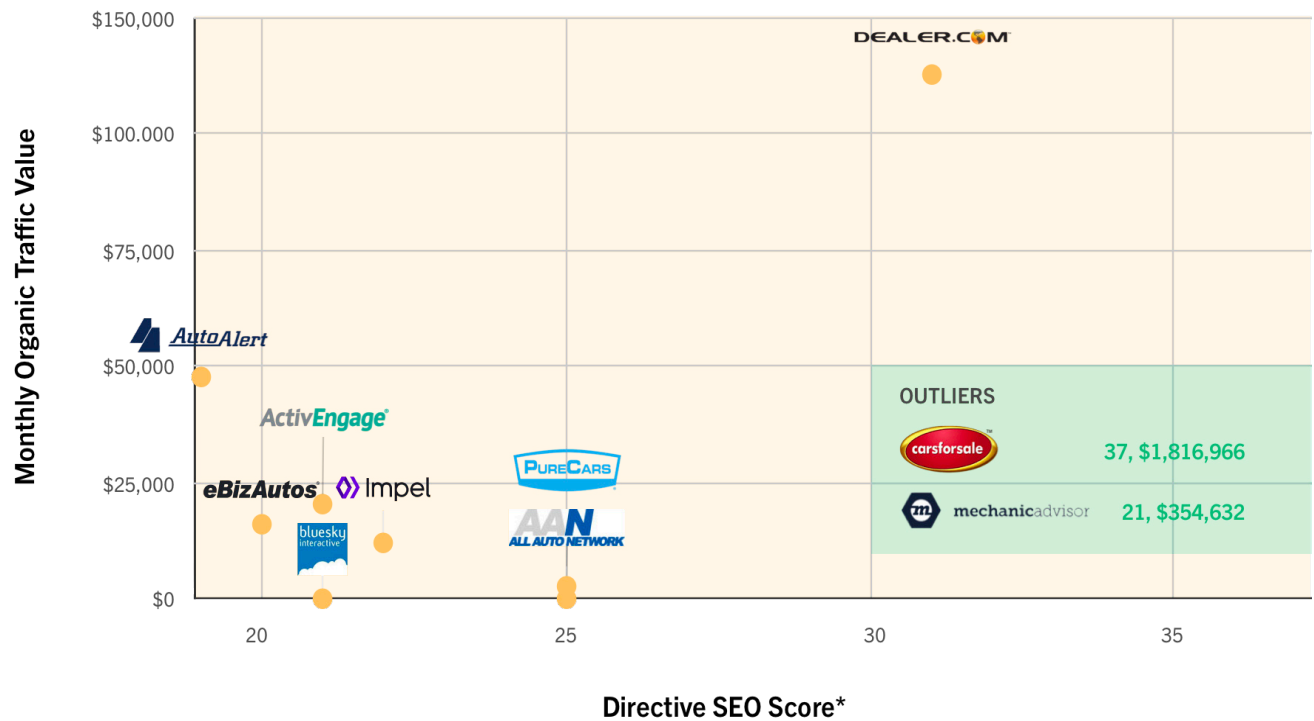
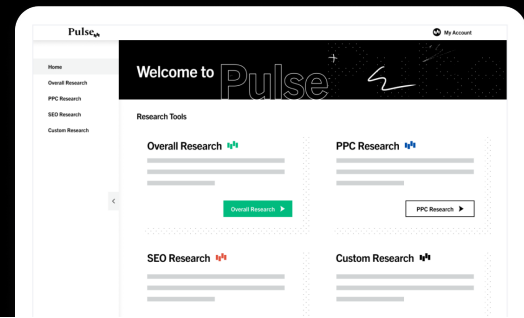


SEO Research Data

for Automotive Marketing Software,
Mar 2022



Rank	Company Name	Directive SEO Score	Monthly Organic Traffic Value
1	Carsforsale.com	37	\$1,816,966
2	Dealer.com	31	\$112,958
3	All Auto Network	25	\$281
4	PureCars	25	\$2,017
5	Impel	22	\$12,281

Rank	Company Name	Directive SEO Score	Monthly Organic Traffic Value
6	Bluesky Interactive	21	\$14
7	MechanicAdvisor.com	21	\$354,632
8	ActivEngage	21	\$20,373
9	eBizAutos	20	\$16,183
10	AutoAlert	19	\$47,597

* Directive Score: This metric is a weighted calculation of all the aggregate data combining paid metrics, organic metrics, and estimated spend in order to calculate the strength of a brand's visibility online on a scale from 0-100.