



## **Autotrader Selects eDigitalResearch - eDigitalResearch's Ability To Unlock Revenue Sources Attracts Auto Trader**

*Online market research leader, eDigitalResearch, is providing Auto Trader, the UK's no 1 destination for new and used cars, with the online research capability to unlock new revenue sources.*

([PRWEB](#)) June 20, 2005 -- With a total audience of more than 4 million across all multi-media channels, including the weekly magazine, Auto Trader, the brand attracts a massive audience of car buyers looking to purchase cars across all car segments.

In April 2005, Auto Trader's website attracted 4,235,114\* unique users, an all time record month, representing a 65% increase on April 2004, which recorded 2,781,602\*\*. With stats like these, the competition is toast.

That volume of traffic on a Website carrying 300,000 vehicles is an enormous pull for advertisers, and there are 8,000 dealers currently advertising with Auto Trader.

The draw is not just down to traffic, explains Jim Murray-Jones, Auto Trader's Head of Digital Channels, 'Activity on Auto Trader is actually a microcosm of the entire motor industry. Using eDigitalResearch tools to extract incisive analysis of research data, we can identify habits and opinions that reflect trends across the industry - the inside track so valuable to the big players.'

This value has been proven by Auto Trader's ability to sell research on to motor manufacturers. And research also reinforces pitches to potential advertisers.

The interactive nature of Auto Trader and the enthusiasm of its users for the site and its content means that surveys and polls always enjoy excellent response. And if a survey is placed on the page of a particular make and model of car, the profile of the participants is self-selecting - for many people, the car they drive defines them.

eDigitalResearch tools also monitor opinions on the effectiveness of both website and advertisement functionality, allowing Auto Trader to set benchmarks for customer satisfaction.

It's the demonstrable commercial benefits combined with the online functionality of eDigitalResearch tools, which will immediately return analysis of any updated data that are the primary attractions for Auto Trader. 'Before employing eDigitalResearch, we performed in-house research but the results were pretty unwieldy. We can now slice and dice data any way we like,' Jim adds.

Auto Trader has positioned itself as the channel of choice for buying and selling a new and used vehicle, built on the combination of local targeting and comprehensive national coverage and can be accessed via its magazine, website, Digital TV and WAP components.

Source: Hitwise April 2005. In April 2005, Auto Trader's Website attracted 4,235,114\*

\*\* (\*\*Source: Auto Trader, May 2004).



Contact:

Michelle Fuller

01489772920

info@edigitalresearch.com

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**Contact Information**

**Michelle Fuller**

eDigitalResearch Limited

<http://www.edigitalresearch.com>

01489772920

**Online Web 2.0 Version**

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