



AutoTrader.com, The Ultimate Automotive Marketplace®, receives more than 16 million visits each month. The Atlanta-based online e-marketplace aggregates millions of new, used and certified pre-owned car listings from dealers and private sellers.

Shielding Personal Information and Blocking Online Threats to Increase Consumer Trust

How AutoTrader.com Privacy Shield™ was implemented to help protect private sellers from online fraud and robocall harassment.

BUSINESS OVERVIEW

The mission at AutoTrader.com is to be the ultimate online solution for buying and selling new, used, and certified pre-owned cars. With a website designed to provide users with more control of the buying process, AutoTrader.com is committed to making the process of finding a vehicle easier than ever before. In 2009, as concerns about privacy were growing, AutoTrader.com wanted to mask its consumers' personal phone numbers and email addresses posted in private seller vehicle ads and reduce fraudster attacks and robocall harassment on its private sellers. AutoTrader.com turned to Steve McAuley, Privatis Founder and CEO, who developed a solution to mask phone numbers and email addresses, identify fraudster attacks and robocalls, and provide easy access through a platform that assists users with organizing communications. Following a successful pilot, the AutoTrader.com Privacy Shield™, powered by Privatis, was introduced and is now available to all of AutoTrader.com's U.S. based private sellers.

OBJECTIVE AND SOLUTION

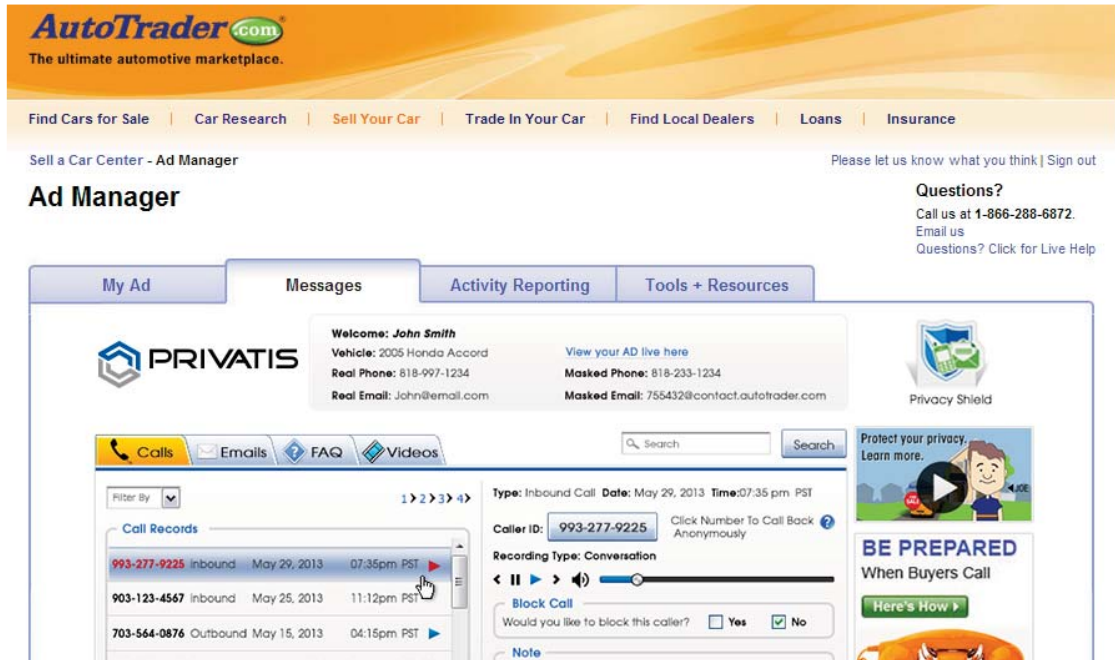
AutoTrader.com desired a comprehensive and easy-to-use solution to help consumers protect and shield their personal phone numbers and email addresses, and help AutoTrader.com identify and block robocalls in real-time, while facilitating communication between sellers and buyers.



We were looking for a solution that would respond to the consumers' growing privacy concerns and improve our customer loyalty. Steve and his team delivered a sophisticated product to help AutoTrader.com protect privacy and allow sellers and buyers to continue to connect seamlessly and quickly.

Melanie Kovach, Vice President, Private Seller and Classics, AutoTrader.com

AutoTrader.com Privacy Shield™ adds extra layers of security and provides access to a powerful tool to manage calls and emails. As the crossing guard between AutoTrader.com and the consumer, the Privatis communication pipeline had to be absolutely dependable with an infrastructure that could grow and adapt while continuing to manage vast volumes of robocalls and email spam without a hitch.



The Messages Tab is the conversation management tool for private seller users

AutoTrader.com wanted to address the privacy concerns of its private sellers while providing them with quality communications rather than robocalls. AutoTrader.com Privacy Shield™ helps our private sellers protect their privacy without hindering calls and emails from potential buyers, which helps facilitate successful sales.

Bob Stuth, Delivery Manager, AutoTrader.com

RESULTS

In the first seven months of nation-wide availability, the Privatis technology handled more than one million phone calls in an effort to filter out harassing telemarketing robocalls and scammer attacks, and more than 170,000 emails in an effort to protect consumers against phishing scams and spam.



Privatis advantage: Robocall blocking, privacy protection, simple communications.



Over one million calls handled



Over 170K emails processed