

# AutoGenius Pilot Scorecard

AutoGenius Speed Layer A/B Test Results

## Pilot Retailer Averages

34 Subaru retailer websites · 5 website providers · Central, Eastern, SDC and West regions

87,037

AVG. WEBSITE VISITS

655

AVG. SALES ACTIONS

### HOW THE TEST WORKED

- **AG Active visitor traffic:** 50% of each retailer's website visitors loaded the site with AutoGenius active.
- **AG Non-Active visitor traffic:** The other 50% loaded the retailer's standard site, without AutoGenius.
- **No change for shoppers:** No design, content or UX changes. AutoGenius works entirely on the back end to make the site load and respond faster.

## Website Performance: AG Active vs. AG Non-Active Visitor Traffic

### Sales Action Rate Higher is better

Percentage of visits to a sales-related page that include a sales call, lead form, digital retailing form or trade-in submission.

AG Active 0.90%

AG Non-Active 0.69%

Avg. lift\* **+33.6%**

### Engagement Rate Higher is better

Percentage of website visits that include a key page view or an interaction, such as a search, offer click, chat start or trade-in start.

AG Active 36.8%

AG Non-Active 29.2%

Avg. lift\* **+28.8%**

### Bounce Rate Lower is better

Percentage of website visits that end without another page view or action.

AG Active 60.0%

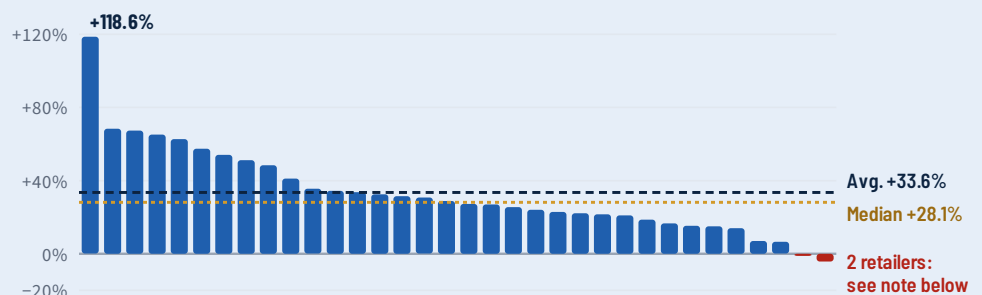
AG Non-Active 68.4%

Avg. reduction\* **-12.6%**

### RETAILERS WITH MORE SALES ACTIONS

# 32 of 34

pilot retailers saw a higher sales action rate with the faster site. **25** saw a lift of 20% or more.



Sales action lift by retailer, ranked highest to lowest · each bar is one pilot retailer

### THE 2 RETAILERS WITHOUT A LIFT

**-1.0%** and **-4.3%**  
sales action rate change

Both dips are small enough to be normal variation, and the faster site still helped: engagement rose 13–28% and bounce rate fell about 11% at both stores.

**Retailer A:** About 40% of its traffic came from paid social, where 9 in 10 visitors leave right away. That left speed little to work with.

**Retailer B:** About 95% of its traffic is organic or direct, from shoppers who already know how to reach the store.

\*Lift and Reduction = (AG Active rate – AG Non-Active rate) ÷ AG Non-Active rate, averaged across pilot retailers. Rates shown are retailer averages.

## Page Speed Averages

34 pilot retailer websites · Google PageSpeed Insights averages

**34 of 34**

**35%**

SITES SCORED HIGHER FASTER SPEED INDEX

### Page Speed: AG Active vs. AG Non-Active

#### PageSpeed Score Higher is better

Google PageSpeed Insights score from 0 to 100, based on how fast the page loads and becomes usable.

AG Active **51**

AG Non-Active **33**

Avg. gain\* **+18 pts**

#### Speed Index Lower is better

How quickly the content of the page is visibly displayed while it loads, in seconds.

AG Active **9.4s**

AG Non-Active **14.4s**

Avg. time saved\* **-5.0s**

#### Sites Scoring 50+ Higher is better

Retailer websites that move out of Google's "poor" range (0–49) into "needs improvement" or better.

AG Active **16 of 34**

AG Non-Active **1 of 34**

Sites moved up **+15**

#### SITES WITH A HIGHER PAGESPEED SCORE

**34 of 34**

pilot websites scored higher with AutoGenius active. **14** gained 20 points or more.



#### GOOGLE RATING BANDS

Where the pilot websites' PageSpeed scores fall in Google's rating bands



■ Poor (0–49) ■ Needs improvement (50–89) ■ Good (90–100)

READY TO MOVE FORWARD?

### Faster site. More engaged shoppers.

Contact your Shift Digital CPM about enrolling with AutoGenius today. Program details will be available on the Subaru Certified Digital Program website.

**CONTACT YOUR CPM**

SUBARU CERTIFIED DIGITAL PROGRAM

\*Averages across all 34 websites. Google PageSpeed Insights tests run 10/2/26 on each site with AutoGenius active and non-active. Google rates scores 90–100 good, 50–89 needs improvement, 0–49 poor.