DAD
DIGITAL ADVERTISING DIRECT

Sales Reps Digital
Targeting Strategies for the
Automotive Industry

AUDIENCE EXTENSION

Multi-Platform Targeting
Right Audience Across All Screens

Frequently Used Targeting Mix / Options

General Population

• Run of network within target zip codes of your direct market area

• Target Demographics

• Lookalike Data of Converters

• Current Lease Holders

• In-market > Finance > Automotive

• Chevy Owners

• Previous Purchases = Used Auto

Frequently Used Demographic Targets

• Automotive Shopping

Sample Behavior Targeting Option

• Chevy Buyers

• Conquest Targets (competitors or similar vehicles in class)

• New & Used Auto Buyers

Retargeting

• Desktop site visitors

• Display & pre-roll

• Search retargeting

We'll optimize across content targets, data sets & platforms based on performance.

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY

Income   **Geo**   **Content**   **Behavior**

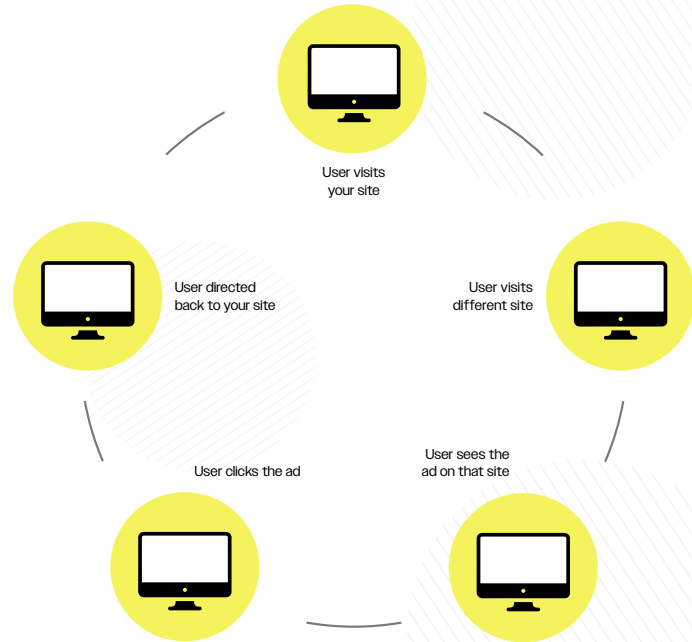Target   Audience

Income   **Geo**   **Content**

We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.
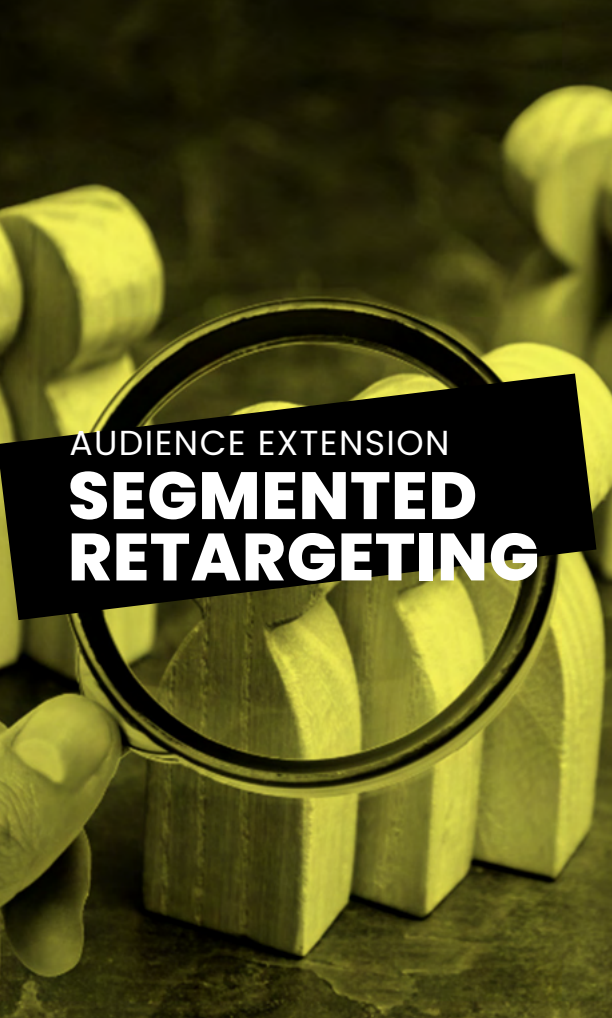
SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal

User visits your site

User directed back to your site

User visits different site

User clicks the ad

User sees the ad on that site

1.   Search Retargeting
2.   Display & Pre-Roll Retargeting

3.   Search Retargeting
4.   Display & Pre-Roll Retargeting

- Identify users who are currently in the market/your target geo's and demographics
- Develop strategic messaging for each deployment
- Scrub with your existing database so there is no duplication

AUDIENCE EXTENSION
DIGITAL DIRECT MAIL TACTICS
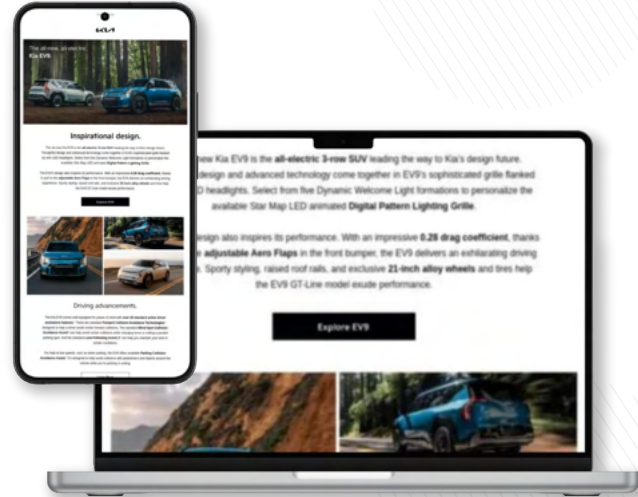
- Database of over 200 million deliverable opt-in emails
- 100% CAN•SPAM compliant

- Average Open Rate of 10 - 22%
- Average CTR 1-3%

Digital Direct
Email Case Study

DON MCGILL TOYOTA

Subject Line: Upgrade Today & Save on Your New Toyota

Targeting
• 15 Mile radius of 77079
• Toyota owners 2011+
• Auto Intenders
• Credit Score 550+

Campaign Results
• 330,000

Campaign Results
• 39,489 Opens (11.97%)
• 6,195 clicks (1.78%)

Automotive Digital Research/Influence

Car shopping has changed with the accessibility of quality information available on the Internet

The average number of car dealerships visited by a car buyer is 1.6. In 2005, the average number of dealerships visited by a car buyer was 5.8. 16% of car buyers don't test drive a car before buying. 33% of car buyers purchased a car after test driving only 1 car.
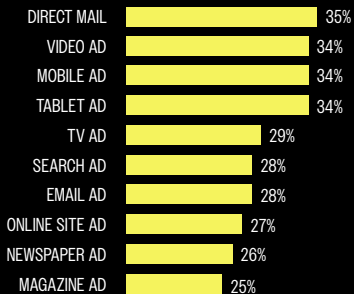
New car buyers spend, on average, 10 hours researching online before making a new vehicle purchase. Used car buyers spend more than 11 hours researching online prior to making a used vehicle purchase. Internet research is the most influential source for car buyers

MOST-USED SOURCE DURING SHOPPING PROCESS

75%	76%
NEW BUYERS	USED BUYERS

Automotive Digital Research/Influence

AD TYPES THAT PROMPTED CONSUMERS TO START RESEARCHING

DIRECT MAIL	35%
VIDEO AD	34%
MOBILE AD	34%
TABLET AD	34%
TV AD	29%
SEARCH AD	28%
EMAIL AD	28%
ONLINE SITE AD	27%
NEWSPAPER AD	26%
MAGAZINE AD	25%

AVERAGE NUMBER OF DIGITAL SOURCES USED

82%
of purchasers are in-market for **3 months or less**

1 MONTH RESEARCH

1-3 MONTH RESEARCH

3+ MONTH RESEARCH
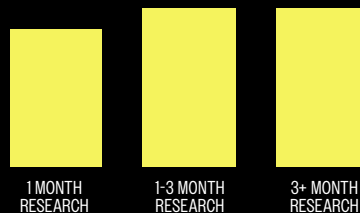
The average sales cycle for new and used car purchases is 2.7 months

Current Customer Activation

Using your client's exact customer list to IP match

Minimums: 14K database, 100K Impressions, $28 CPM, no performance guarantee

*Average match from database = 50%

Current Customer Activation + Look-alike

We take an existing customer user base and "clone" it, allowing connections not only with current customers, but also to consumers with similar interests using online display marketing.

We collect online customer/user data from your website, and match it with thousands of online and offline data points, thereby profiling the client's primary consumer. Then, using millions of consumer records, we find "lookalike" consumers within the targeted market.

Minimums: $1000/M ($14 CPM)

Audience Profile

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

• **Extensive Reach**
• **Device Independent**

Reach more customers with accuracy and privacy on any internet-enabled device.

IP Address Targeting
Case Study

LUNGHAMMER CHEVROLET

October Campaign (full fiscal month) Database of 41,495 was supplied to us

We were able to match 16,536 (39%) consumers for IP Targeting Investment $2,400 / Marketing cost per vehicle $26

• 96% of website visits were new

• We ranked in the top 13 out of 139 sources of website traffic

• Targeted consumers purchased 94 vehicles

• Targeted consumers were 12.74% more likely to buy than non-targeted

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: **www.DigitalAdvertisingDirect.com**