



ANGEL

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

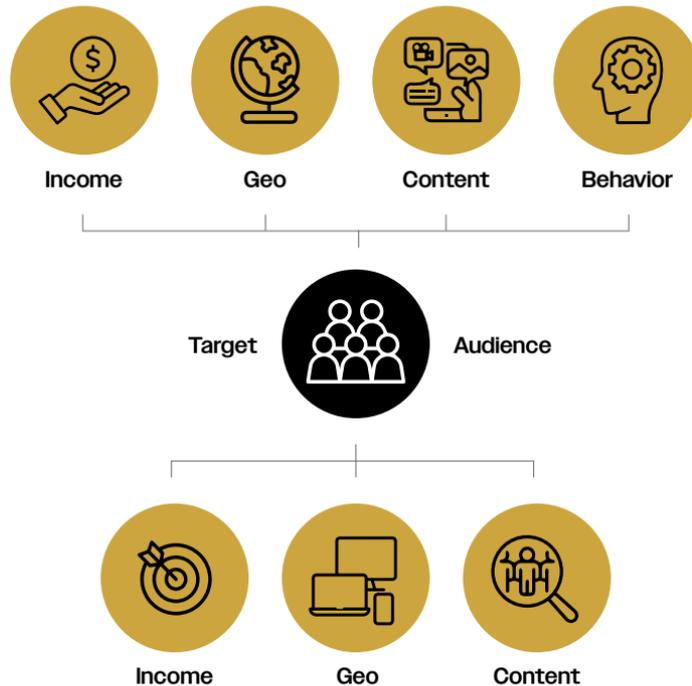
Retargeting

- Desktop site visitors
- Display & pre-roll
- Search retargeting

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



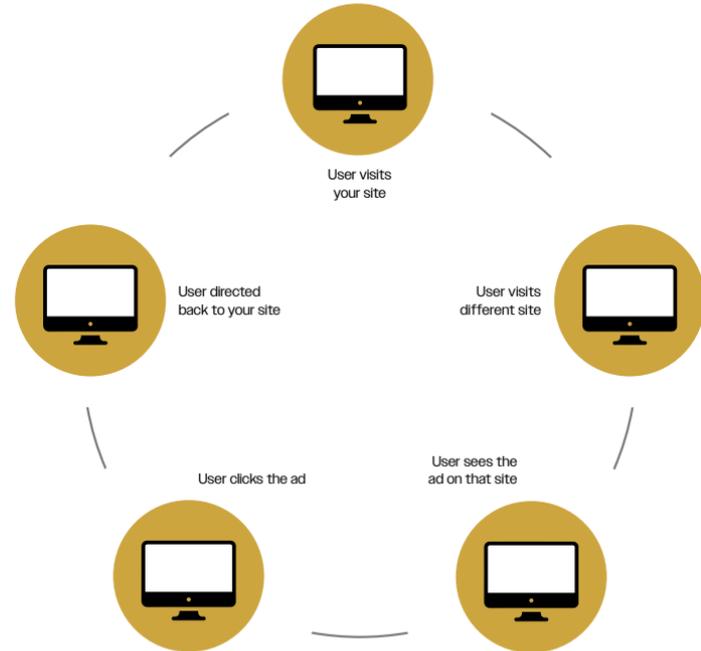
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

Precision targeting allows us to reach your core audience segments.

AUDIENCE EXTENSION

SEGMENTED RETARGETING

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



1. Search Retargeting

2. Display & Pre-Roll Retargeting

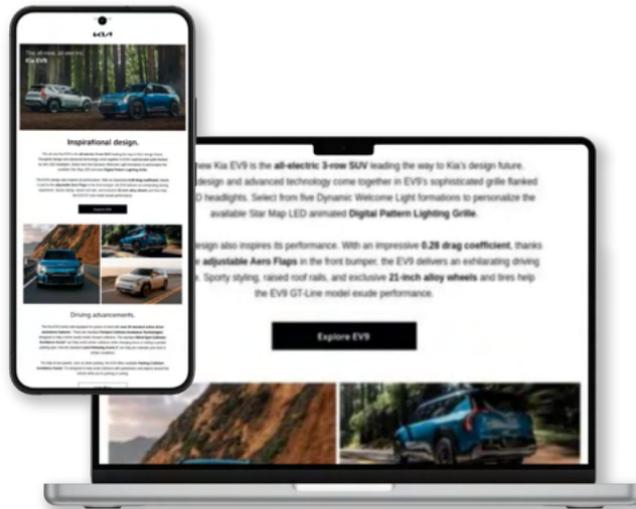
3. Search Retargeting

4. Display & Pre-Roll Retargeting

AUDIENCE EXTENSION

DIGITAL DIRECT MAIL TACTICS

- 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



- 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%)



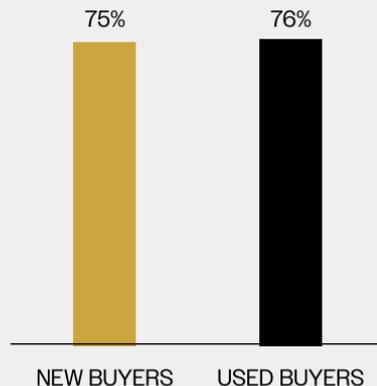
AUTOMOTIVE DIGITAL RESEARCH/INFLUENCE

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.

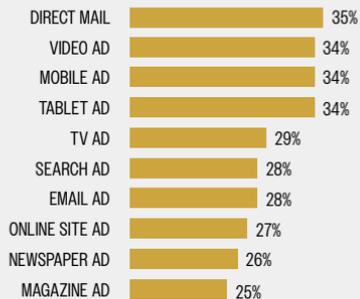
New car buyers spend, on average, 10 hours researching online before making a new vehicle purchase. Used car buyers spend more than 11 hours researching online prior to making a used vehicle purchase. Internet research is the most influential source for car buyers

MOST-USED SOURCE DURING SHOPPING PROCESS



AUTOMOTIVE DIGITAL RESEARCH/INFLUENCE

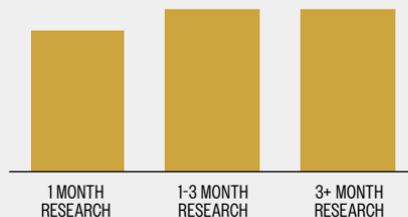
AD TYPES THAT PROMPTED CONSUMERS TO START RESEARCHING



AVERAGE NUMBER OF DIGITAL SOURCES USED

82%

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



The average sales cycle for new and used car purchases is 2.7 months

A person in a dark suit is shown from the chest up, holding a glowing, translucent sphere. Inside the sphere, several small, stylized icons of people in business attire are visible, representing a customer base. The background is dark and slightly blurred.

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



TALK TRACKS & ELEVATOR PITCH

Successful digital automotive advertising campaigns are able to positively impact or influence a potential car buyer throughout the entire 2.7 month sales cycle, and nurture leads through the hypothetical sales funnel. By integrating with and complementing existing advertising channels already in place at the dealership,

We can customize overarching campaigns that promote all the revenue streams (used car sales, financing, parts and service, and OEM) associated with the business. We accomplish this by focusing on targeting your exact ideal client profile no matter where they are on the Internet, no matter where they are in the buying cycle.

In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we can establish valuable inferences based on how website visitors are engaging with your current online storefront, which results in maximizing marketing budget, and provides a better web experience for your visitors. This same data allows us to optimize our campaigns based on performance, allocating impressions towards channels that are producing the best results.



FOR
SALES REPS

Intro Email

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to share an article with you that outlines how digital advertising is influencing people throughout the car buying sales cycle, and the traditional car buying experience has changed because of the access to quality information and reviews from credible sources, online:

<http://www.adweek.com/news/technology/study-auto-shoppers-71-moreinfluenced-digital-ads-154927>

I'd like to have the opportunity to present to you how we can position your dealership in front of car shoppers who are currently researching the makes/ models of the vehicles you have on your lot right now. Please let me know if 1 or 2pm would work for you either day to discuss.

Thank you,



FOR SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER OR A GENERAL SALES MANAGER

- How far are your customers driving to buy a car from you?
- Do you have any video collateral, like a television commercial?
- Do you use direct marketing at all? Do you have a database of current, former, existing clients that you use, or do you buy a list?
- Do you have a mobile strategy?
- What is your email solution? Are you email efforts new customer acquisition, or are you marketing to an existing email database?
- Are you doing anything to create targeted demand in the marketplace?

A black and white photograph of a man with glasses talking on a mobile phone. The text 'FOR SALES REPS' is overlaid on the image.

FOR SALES REPS

Sample Questions

To ask an Internet Sales Manager, or a General Sales Manager

- What is your current digital strategy?
- Are you currently running a co-op solution like Dealer.com, Cobalt, Haystak?
- What is your average cost per lead (CPL)? What is your average cost per acquisition (CPA)?
- Any ongoing promotions throughout the calendar year like leasing events, or holiday specials?
- Is predatory marketing part of your media mix?
- Are you doing anything to create targeted demand in the marketplace?
- What are you doing to measure and interpret the metrics and performance of your digital advertising campaigns?
- Are you advertising used car sales, parts and service, and OEM?



ANGEL

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