

DATA DRIVEN TARGETING

CONNECTING AUTO SHOPPERS BACK TO VEHICLES.





Dealerships Have a Tricky Problem.

THE
95%
PROBLEM.

Only about **5%** of your website visitors will end up converting during their first visit to the site. And that's a big problem—a **95%** problem.

Dealerships spend thousands of dollars every month driving traffic to their website. Driving more conversions from that traffic is one of the biggest challenges most dealership's face.

Are dealerships really getting the most out of their investment if the majority of their shoppers leave before converting? Nope.

Luckily, there's a must-have solution that all dealerships can use to drive ROI: **Data Driven Targeting.**

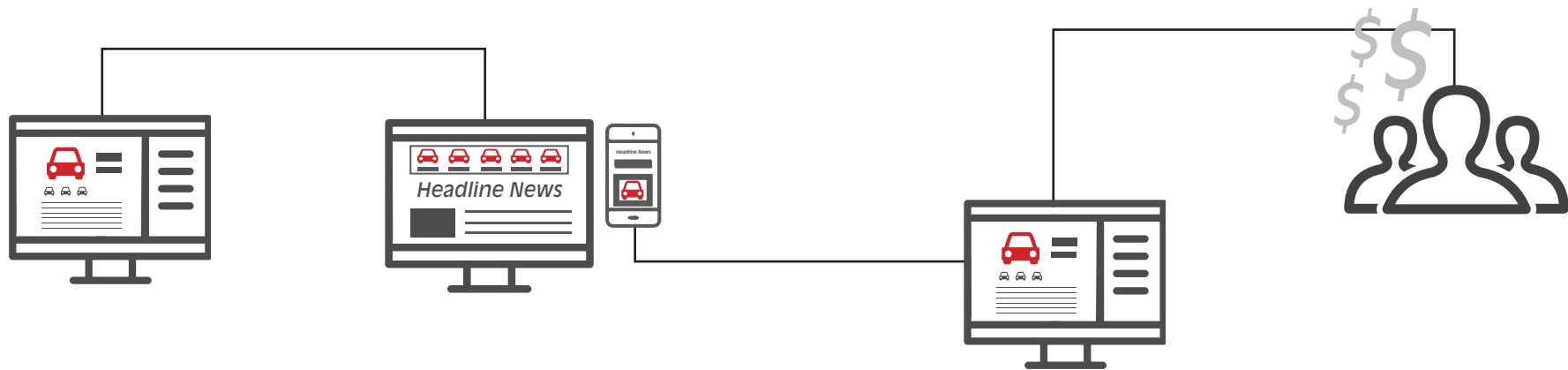
Data Driven Targeting is a winning way to remind auto shoppers of their initial interest in the vehicles they shopped on the site, and bring them back to convert.

Let's take a closer look.

What is Data Driven Targeting?

An auto shopper looks at inventory on a dealership website from their laptop. They look around for a while but do not convert. A few days later the shopper is on their mobile device and sees an ad for the same vehicle they recently looked at on the dealership website.

They are intrigued by the ad and returns to website to look at the vehicle again. This time they call the dealership to set an appointment.



THIS IS DATA DRIVEN TARGETING, AN INNOVATIVE TECHNOLOGY THAT:

1

Continually engages the auto shopper throughout the purchasing journey.

2

Sends dynamic, personalized vehicle ads based on the inventory they shopped on the website.

3

Automatically adjusts targeted inventory ads based on budget and performance.

How Does Data Driven Targeting Work?

PROPRIETARY ALGORITHM: We map every page of your website by using “tags” and pieces of code that gathers information from every auto shopper that visits the site.

- 1 Then we dynamically generate vehicle recommendations based on what the auto shopper browses on the dealership website.



- 2 The auto shoppers sees vehicle ads for your inventory they recently viewed, bringing them back to your website to convert.

- 3 The auto shopper enjoys the beginning of a great relationship with your dealership.



Why Is Data Driven Targeting Important?



In a single visit to your website, an auto shopper can leave over 100 meaningful purchase intent signals.

Data Driven Targeting uses those signals to learn how to remind shoppers why your inventory piqued their interest in the first place.

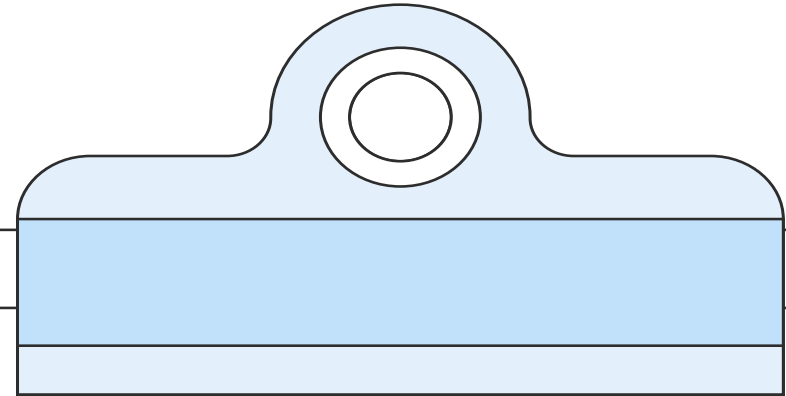
Those signals, coupled with intent data from similar shoppers, enable you to advertise the vehicle the auto shopper considered AND other vehicles they may prefer. Personalized inventory advertising goes beyond sending the right message – it's about that message reaching your customers at the right moment. Reaching auto shoppers wherever they're active with personalized inventory ads is a powerful formula for fixing the 95% problem.

WHAT IS INTENT DATA?

Intent data is based on all the activity a dealership website collects when auto shoppers browse inventory. Data Driven Targeting can turn this data into relevant and timely inventory ads.

Must-Have Capabilities: Data Driven Targeting Checklist

Dealerships are lining up to add Data Driven Targeting technology to their digital strategy. So what should you consider when evaluating Data Driven Targeting?



Here are some advanced capabilities you can't do without:



ADVANCED CROSS-DEVICE CAPABILITIES

that enable you to reach auto shoppers throughout their path to purchase, from whatever device, app or browser they may use.



PREDICTIVE TECHNOLOGY

that uses granular consumer insights to bid at the right time and price for each individual consumer.



A POWERFUL RECOMMENDATION ENGINE

that automatically showcases the dealership brand and inventory viewed that are most likely to lead to a sale.

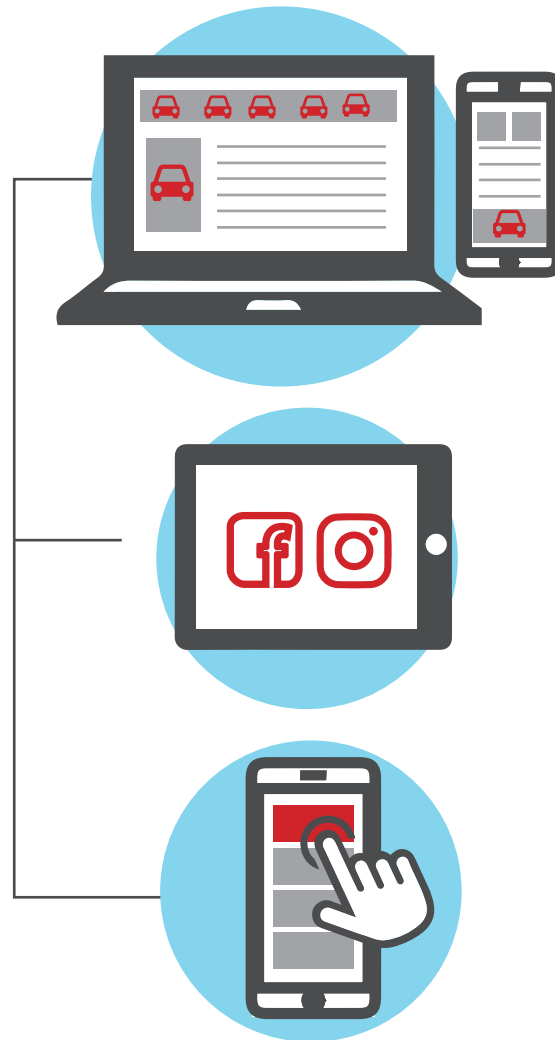


DYNAMIC AND IMPACTFUL CREATIVE TECHNOLOGY

that serves personalized ads in real time, optimized for each customer across any publisher or device.

Most-Watched Channels: Delivering the Perfect Inventory Ad at the Perfect Time

Data Driven Targeting will deliver dynamic ads in all the places your customers frequent for a true omnichannel experience. A few of the main channels Data Driven Targeting will leverage include:



WEB AND NATIVE AD PUBLISHERS with a full array of traditional display and native formats with a massive reach across desktop and mobile publishers.

SOCIAL MEDIA including Facebook and Instagram Dynamic Product Ads.

MOBILE APPS with ads that re-engage app users, which increase conversation rates. An omnichannel approach allows you to connect with customers and remind them of their interest in dealership inventory no matter where their online journey takes them.

Cost-per-Click Pricing: Conversions Guaranteed

Data Driven Targeting is a powerful performance marketing tool.



COST PER CLICK

Data Driven Targeting is a CPC model and we only charge the dealership when an auto shopper clicks the ad and is redirected back to their website.

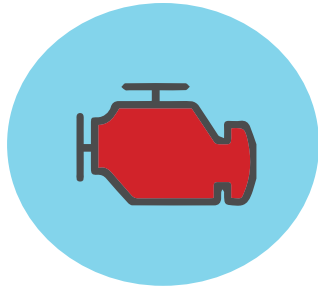


IMPRESSIONS ARE FREE

Dealerships are not charged when a shopper sees your ad, but only when they click. This is a transparent, pay for performance model.

Stop Losing 95% of Your Visitors and Start Driving Sales

Data Driven Targeting is a powerful performance marketing tool.



Data Driven Targeting is powered by a proprietary engine that learns insights from millions of monthly auto shoppers.



Data Driven Targeting uses a cost-per-click pricing model, so you know you're only paying for performance.



Implementation is simple, letting you quickly integrate Data Driven Targeting into your existing marketing strategy.

**Our Proprietary Algorithm Only Targets
Serious, Highly Engaged Auto Shoppers.**





**CONNECTING AUTO
SHOPPERS BACK TO VEHICLES.**

Drive deeper connections. Get better results. Data Driven Targeting brings back auto shoppers to your website that are ready to buy... driving sales from visitors that shop your inventory and leave your website. Data Driven Targeting brings them back... to convert.

For more information, please visit www.AIMYes.com.