

Slide 1


**DealersEdge Management Resources**

Geo-Fencing:  
A Powerful Tool That Can Give Your Dealership An Edge



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Slide 2

**Automotive Sales Funnel**  
Sales/Service/Parts/Bodyshop



Current Lead Generation

- Social Media
- Pay Per Click
- Search Engine Optimization
- 3<sup>rd</sup> Party Leads
- Cold calling
- Print / Publications

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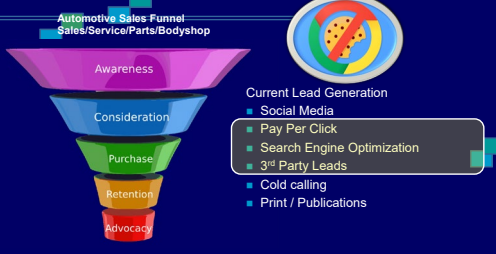
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Slide 3

**Automotive Sales Funnel**  
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Slide 4



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Slide 5



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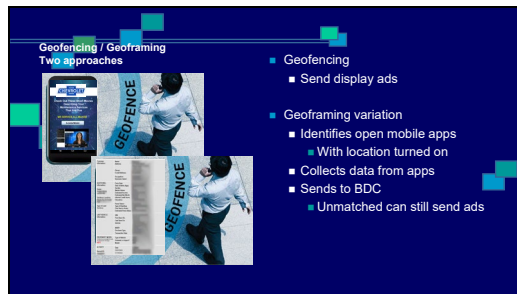
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Slide 6



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Slide 7

**Traditional**



**Traditional Map Based**

- Competition dealerships
- Competition auto repair / body shops
- Targeting businesses by profile
- Your own dealership

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Slide 8

**Addressable**



**Address Based**

- People by zip code
- People by profile criteria
- Physical addresses
- Neighborhood
- Individual addresses
- Filtered data

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Slide 9

**Event Based**



**Event Based**

- Consumer auto trade shows
- Auto club events

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Slide 10

**Automotive Sales Funnel**  
Sales/Service/Parts/Bodyshop

- Campaign goal(s)
  - Sales/Service/Parts/Bodyshop
    - Staffing
  - Call to action(s)
  - Select your target(s)
- Type of ads
  - Budget
  - Length of campaign
- Conversion/success metric(s)

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Slide 11

**Ad Exchange**

- Ad exchange is a digital marketplace where advertisers, agencies, publishers, supply-side platforms (SSPs), and demand-side platforms (DSPs) can bid on advertising inventory from various publishers.
- Advertisers determine the price by participating in the bidding process.

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Slide 12

**Automotive Sales Funnel**  
Sales/Service/Parts/Bodyshop

**Awareness Goals**

- Share my message with as many individuals as possible
- Put my message in front of the same people as many times as possible

**Consideration Goals**

- Get more website traffic
- Get more foot traffic to my dealership

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Slide 13

**Campaign Goals Measure Success**

**Awareness Goals**

- Share my message with as many individuals as possible
  - Number of devices
- Put my message in front of the same people as many times as possible
  - Impressions per device

**Consideration / Action Goals**

- Get more website traffic
  - Click through rate
- Get more foot traffic to my dealership
  - Conversion zone

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Slide 14

**Types of Ads**

**Display Ads**

Static or animated or video or audio ads at the top and side of apps and websites

**Streaming Video Ads (aka OTT/CTV Ads)**

Video commercials that show up on streaming services like Roku, Pluto, Hulu, etc...

**Internet Video Ads (aka Video Pre-roll Ads)**

Video commercials that show up before internet video like on news, entertainment, blog website, etc...

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Slide 15

**What are your display ad specs?**

**Our Top Recommended Banner/Display Ad Sizes Are:**

- 320x50
- 300x250
- 728x90
- 980x600
- 300x50
- 300x480
- 300x600
- 468x60

**What are our video creative specs?**

**OTT/CTV and Video Pre-roll Specs:**

- Dimensions: 1920 X 1080px and 1920 X 1080px
- Audio Bitrate: 160 kbps or higher
- Video Bitrate: 5+ mbps or higher
- Preferred Format: MP4 (H.264)
- Max Video File Size: 200MB Limit
- Validation will prevent a larger video from being uploaded

**Preferred Video Lengths (in seconds)**

- 30 (top tier inventory)
- 15 (2nd top tier inventory)
- 30
- 45
- 60

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Slide 16

**Basic Types of Ads**



- Display Ads - Static**
  - Pros: lowest cost per thousand (CPM), clickable, most reach, most frequency, can be animated or static, lots of inventory
  - Cons: if not video based, not as impactful as video options on an impression-to-impression basis, shows up on smaller devices normally (phones, tablets, and computers)
- OTT/CTV Ads**
  - Pros: shows up on larger screens, holds audience's attention longer, more credible, more influential, video based
  - Cons: non-clickable, less inventory, highest CPM
- Video Pre-Roll Ads**
  - Pros: holds audience's attention, more influential, video based, lower CPM than OTT/CTV, decent reach/frequency
  - Cons: some non-clickable, less inventory than display ads, higher CPM than display ads, shows up on smaller devices (phones, tablets, and computers)

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Slide 17

**Budget - CPM (Cost Per Thousand Impressions)**

Pricing is for example only for raw exchange prices to demonstrate the relative difference between ad types



- Display Ads**
  - Estimate CPM of \$10.00 / 1 cent per impression (Ex \$1,000 = 100,000 estimated impressions)
  - Click Through Rate (CTR) .05-.5% ish = < 50-500 ish \$2 = 20 per Click
  - Conversion rate varies on goals
- OTT/CTV Ads**
  - Estimate CPM of \$50.00 / 5 cents per impression (Ex \$1,000 = 20,000 estimated impressions)
  - Most not Clickable - other Call To Action
  - Conversion rate varies on goals
- Video Pre-Roll Ads**
  - Estimated CPM of \$20.00 / 2 cents per impression (Ex \$1,000 = 50,000 estimated impressions)
  - Mix of Clickable and other Call To Action
  - Conversion rate varies on goals

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Slide 18

**Campaign Goals**



- Consideration Goals**
  - Get more website traffic
    - Click through rate
  - Get more foot traffic to my dealership
    - Conversion zone

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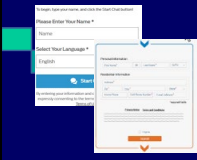
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Slide 19

### Landing Pages – Call to Action



- Get more website traffic
  - Click through rate - automated
  - UTM link tracking – add to the clicked URL
  - URL landing page form completion
  - Website path tracking
  - Chat window
- Signup form for dealership specials
- Signup form for your Mobile App
- Soft credit pull
  - Email
  - Phone
  - Contact method preference

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Slide 20

### Website Pixel Identify Tracking



- Instead of relying on third-party cookies, Website Pixel Identity Tracking collects first-party data directly from a dealer's own website visitors.
- The First-party data is then matched against internet databases to reveal the identity of visitors that have consented to providing their personal information on other sites.

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Slide 21

### Conversion – Success Metrics

Call to action

|                             |                                  |
|-----------------------------|----------------------------------|
| Appointment Setting         | Be organized on customer contact |
| Pre-Appointment Preparation | Be prepared before their visit   |
| Primary Opportunity         | Customer request + walk-around   |
| Advise Opportunity          |                                  |
| Maintenance services        |                                  |
| Technician Opportunity      | Technician inspection - repairs  |
| Active Delivery             | Setup the next visit             |
| Customer Follow-up          | Make sure they come back         |

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Slide 22

Dealership Mobile App

Mobile Apps produce a 70% response rate compared to a 5% or less with email marketing.

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Slide 23

Dealership Mobile App

- Your own Dealership Mobile App maintains customer contact between visits with automated features...all sent directly to your customer's phone.
- Direct connection with favorite advisors and techs
- Dealership CSI surveys
- Service and sales specials
- Reminders as services become due with service details
- Customer Loyalty Program builds points for future purchases
- Automated recall notices the moment they are announced

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Slide 24

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Slide 25

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Geo-Fencing:  
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