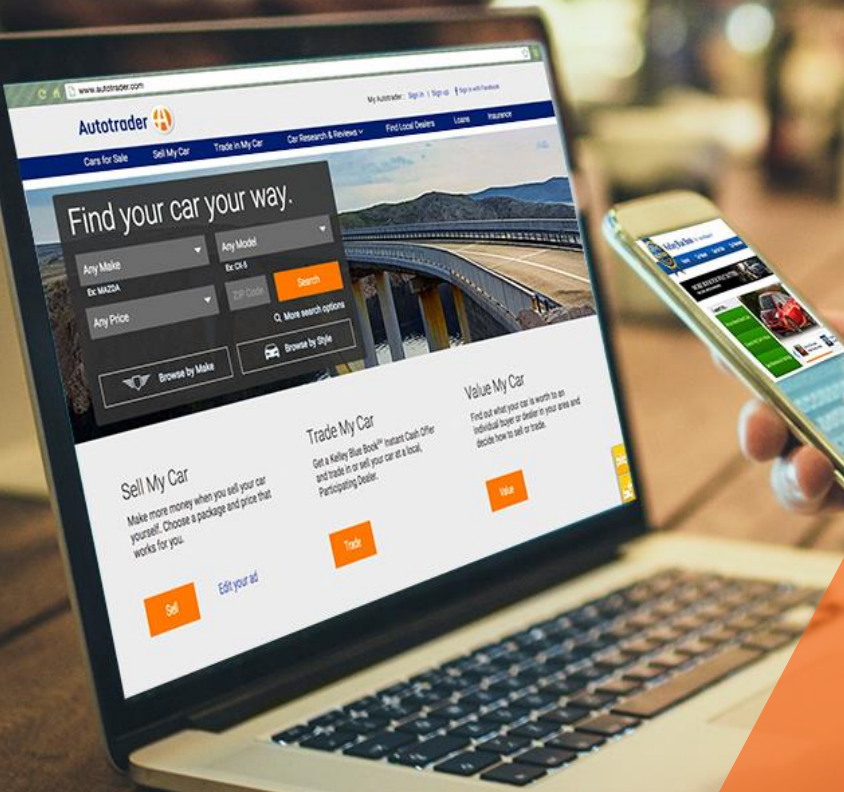




# AUDIENCE EXTENSION



Kelley Blue Book  
**KBB.COM**  
The Trusted Resource

# AUDIENCE EXTENSION



Utilize exclusive Autotrader and KBB.com shopping activity data to reach in-market shoppers wherever they go online.

## Opportunity Highlights:

- Retargeting extends your brand message across multiple devices
- White-glove purchasing structure ensures a relevant, high-quality, and timely auto shopping audience on high-profile, in-network sites
- A variety of creative executions offers flexibility to meet any creative or technical need



MOBILE | SOCIAL | VIDEO | CROSS-DEVICE

Shoppers need to see your message at least **7x** before they take action and buy from you.\*

\* Marketing Rule of Seven

# AUDIENCE EXTENSION - CROSS-DEVICE OPPORTUNITY



We work closely with our partner, Tapad, to re-target Autotrader and KBB.com shoppers utilizing **cross-device targeting**. Reach users with display banners, video, or even rich media ad units across desktop, mobile, or tablet devices.

Autotrader and KBB.com shopper data is **relevant, timely, and premium quality**. We do not utilize look-a-like data; rather we help you reach true in-market shoppers while they are engaged in the car buying journey.

# TAPAD

Users exposed to a brand's messaging across multiple screens were

# 25%

more likely to click on the brand's ads\*

