

Automotive clients maximize reach and drive performance through Audience Extension & DoubleClick Bid Manager



WHY AUDIENCE EXTENSION?

Audience Extension is the only offering that reaches the millions of shoppers who visit Autotrader and Kelley Blue Book every day—while they're actually engaged in the shopping process.

Continue the conversation with highly qualified, premium in-market shoppers wherever they go in order to:

- Increase consideration at various stages in the automotive buying process on a regional level
- Drive engagement by focusing creative messaging on incentives or sales events
- Make room for the newest model year or drive conversions of key buying activities
- Maintain strategy by focusing on retaining consumers already looking at your brand, or conquest against your most competitive models
- Take comfort in your brand safety, as all campaigns require a high-level of protection



WHY AUDIENCE EXTENSION & DBM?

DoubleClick Bid Manager gives you access to top-tier inventory across screens and formats, and the real-time insights you need to make your buys count.

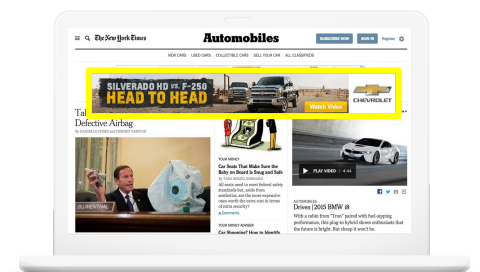
Together, DoubleClick Bid Manager & Audience Extension provides advertisers with the tools they need to:

- **Maximize Reach.** DBM provides access to 96% of active online users in the US
- **Drive Performance:** Powerful data and intent signals enable the most precise targeting – which translates into results for advertisers.
- **Manage Creative Options:** Creative tools empower advertisers to seamlessly deliver video, mobile, as well as standard display creatives.

Regional auto dealers leverage Audience Extension to help drive qualified website traffic 0%

Advertisers incorporate the following best practices to help improve performance:

- Combined 1P and 3P data to create highly-targeted campaigns designed to attract new visitors (eg. applied negative re-targeting for their site visitors)
- Used AutoTrader 1P data to target specific vehicle segments and zip codes
- Invested time into developing unique creatives/messaging
- Looked at View Through and Click Through Attribution



.07%
CTR

1.6%
Conversion Rate

High view through conversions coupled with negative retargeting ensured the brand successfully acquired only **NEW** consumers