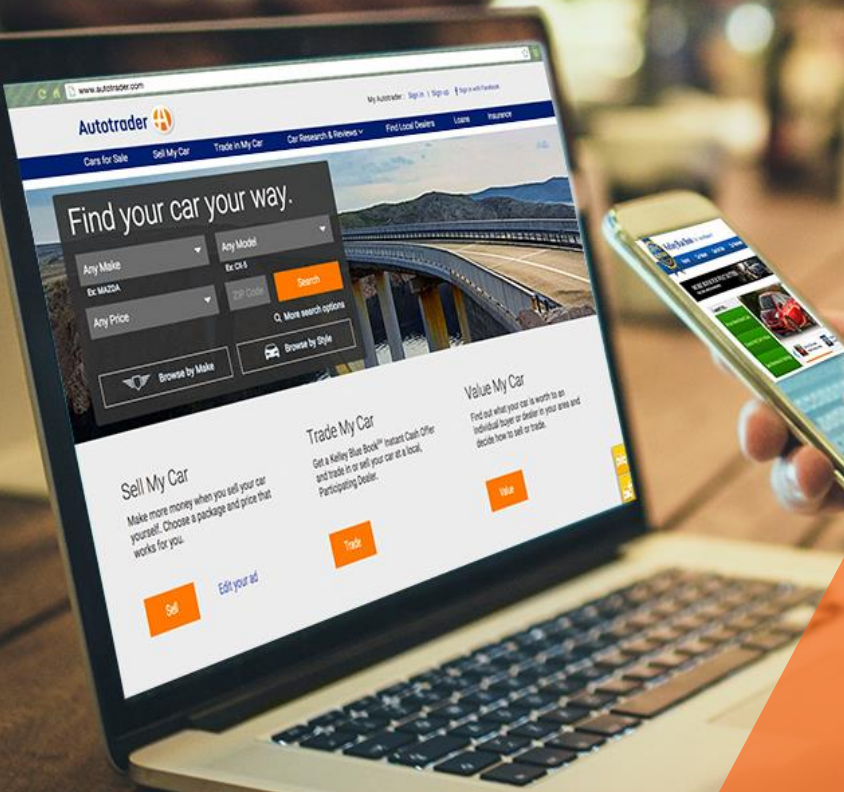




AUDIENCE EXTENSION

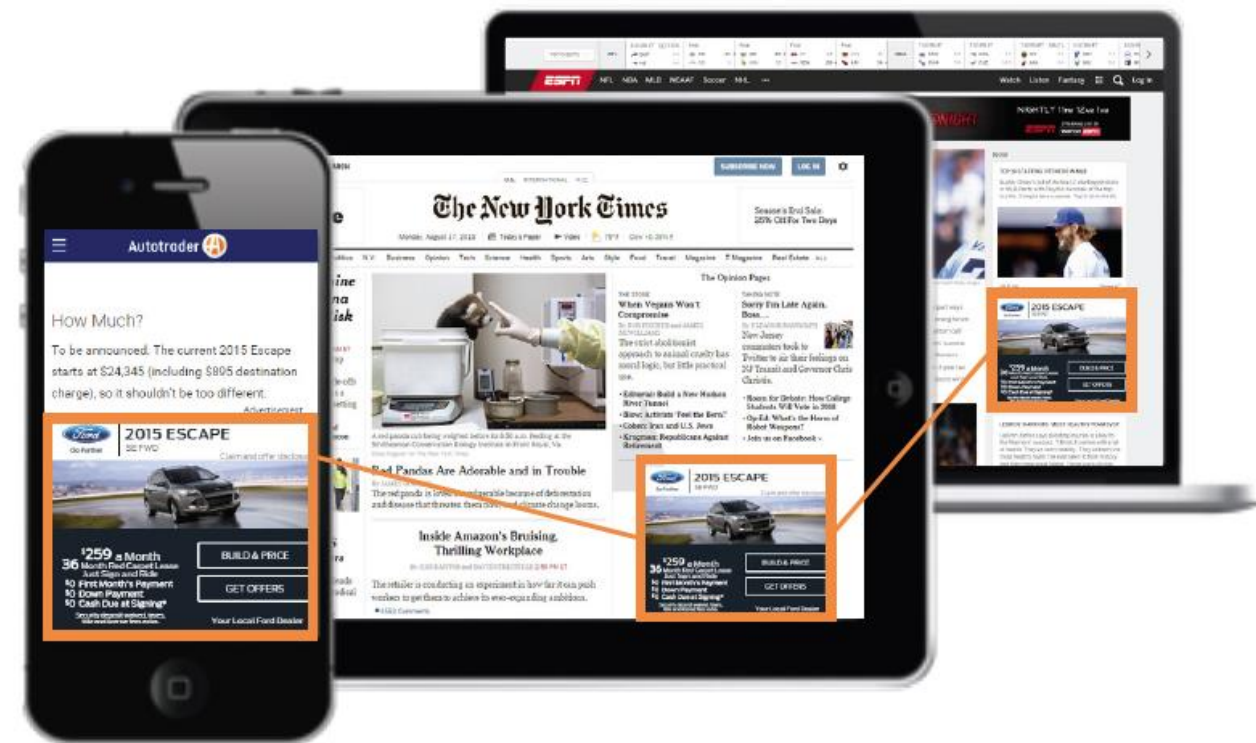


Kelley Blue Book
KBB.COM
The Trusted Resource

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

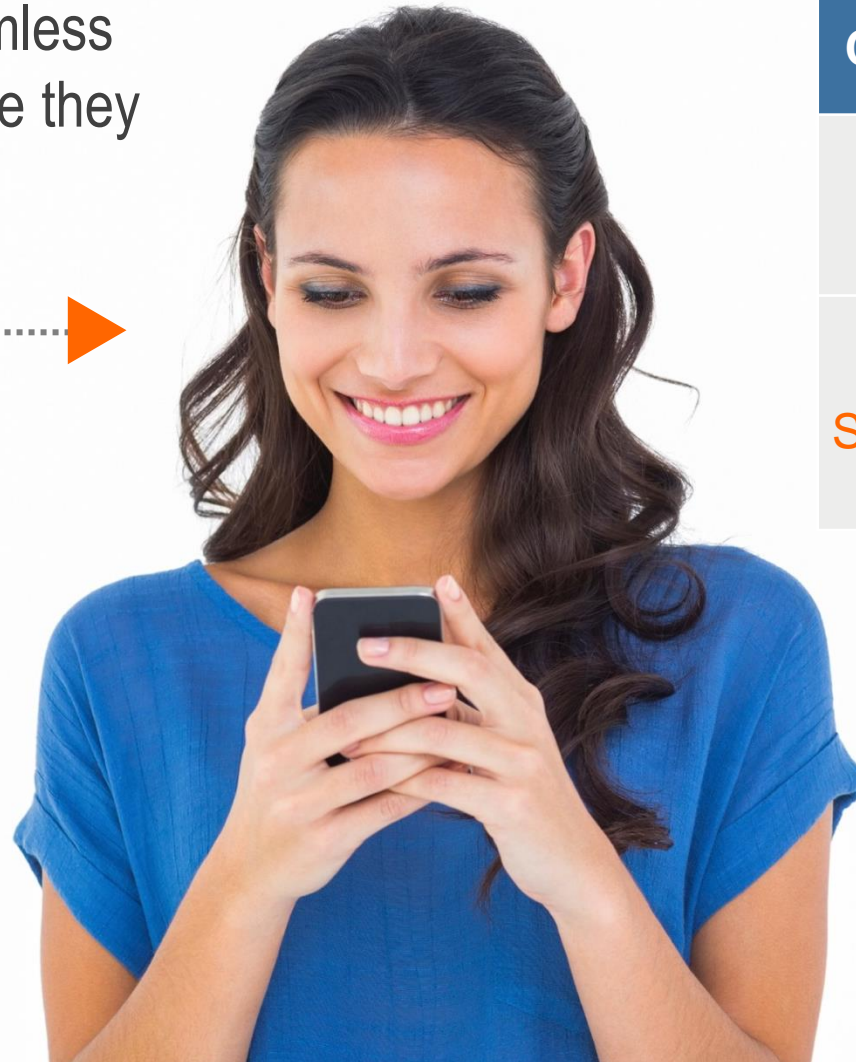
Shoppers need to see your message at least **7x** before they take action and buy from you.*



Audience Extension has various mobile creative opportunities that allow you to create a seamless experience with your intended prospect while they are on the move:

46% of car buyers

Used their Smartphone to research and shop prior to purchasing their next vehicle*



Creative Opportunities

Creative Sizes:
300x250 or 320x50

Creative Types:
Standard, Expandable, or
mobile click to video