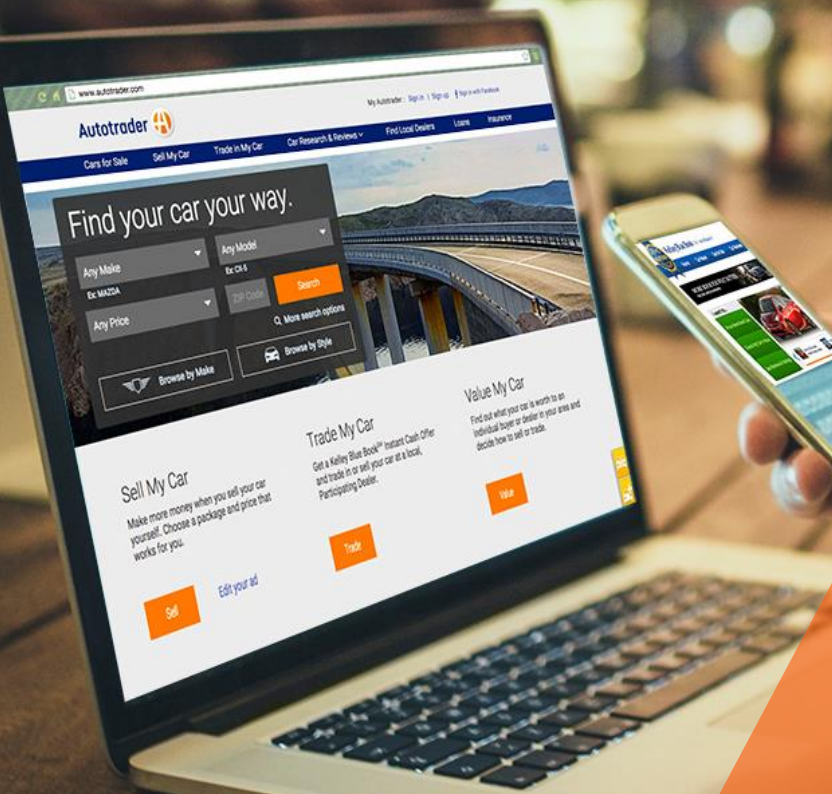




AUDIENCE EXTENSION



Autotrader 



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



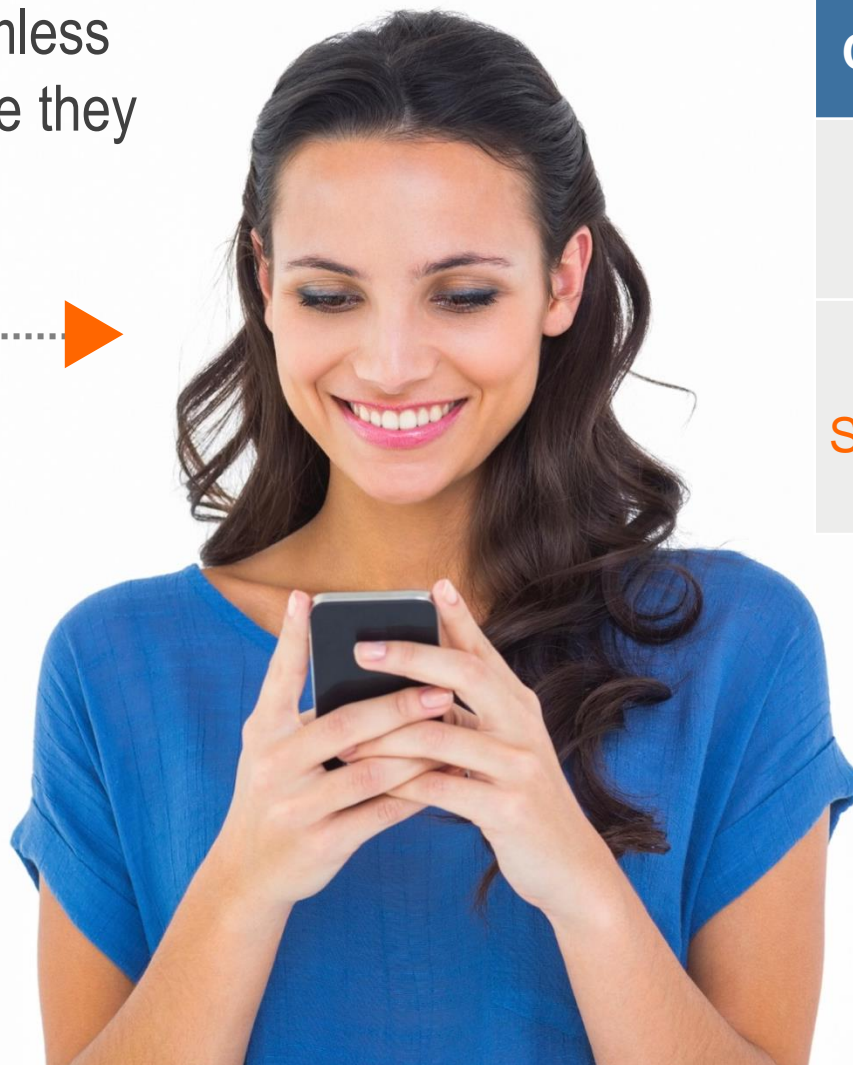
MOBILE | SOCIAL | VIDEO | CROSS-DEVICE

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

AUDIENCE EXTENSION - SOCIAL OPPORTUNITY



Maximize the impact of your campaign and build lasting awareness by placing your message within your shopper's social experience.

Combine Autotrader's and KBB.com's shopper data with Facebook's large, captive audience for the ultimate Audience Extension solution.

News Feed Ads

Delivered within Facebook's most valuable real estate—the News Feed—this ad format can be extremely effective and versatile.

Right-Hand Column Ads

Placed on the right-side rail of various pages in the Facebook ecosystem. Achieves the same user engagement levels seen in the high-value News Feed ads, while being as cost-efficient as standard banner ads.



facebook

More than

1.59 billion

people use Facebook to connect with what matters to them, and

64%

of them visit Facebook every day.*

AUDIENCE EXTENSION - VIDEO OPPORTUNITY



A shopper's digital life is full of distractions. Grab and keep their attention with an engaging video at just the right time.

The average user is exposed to about **32 videos in a month**.*

80% of users recall a video ad they viewed in the past 30 days.**

In-Banner Video —HTML5

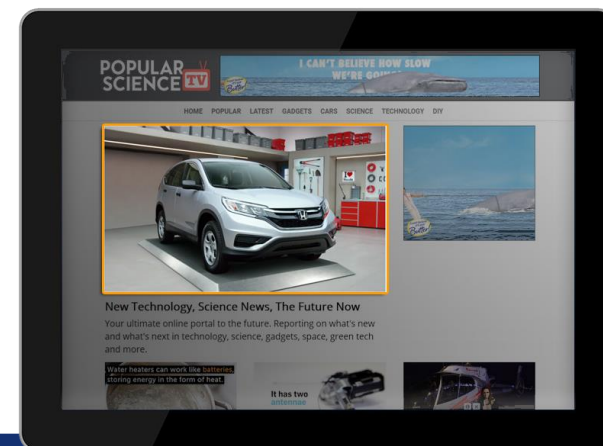
Rich media banners that automatically play a video when the impression is served

In-Stream Video—VAST

Leverage sight, sound, and motion to captivate your audiences online. Ad formats can be delivered before, after, or in-between online video content anywhere video players are applicable

In-Stream Video—VPAID

Dynamic, in-stream video ads that can include interactive components such as overlays, social media links, etc.



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*

