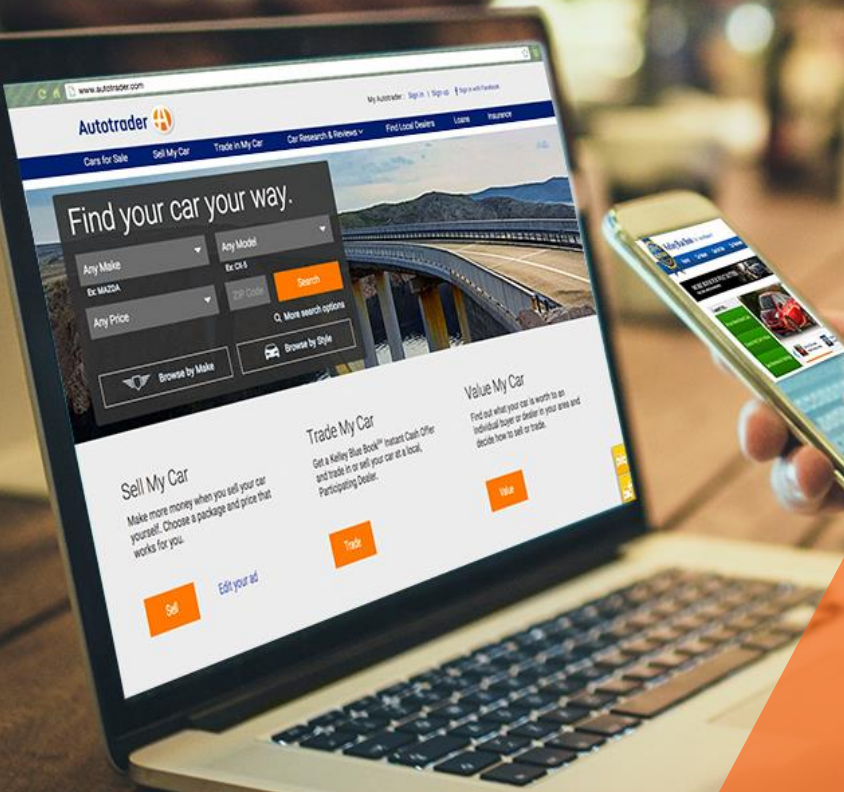




AUDIENCE EXTENSION



Kelley Blue Book
KBB.COM
The Trusted Resource

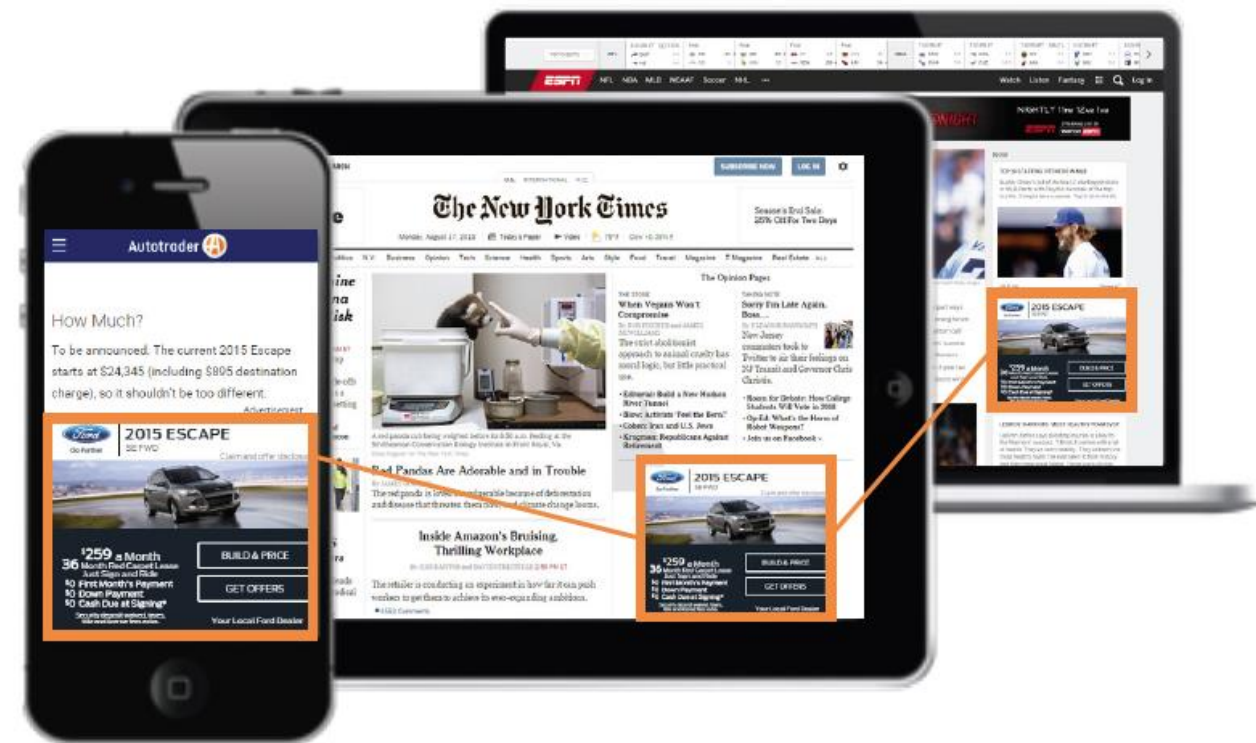
AUDIENCE EXTENSION



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 - 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.*