

DAAG

AUTOMOTIVE MARKETING COMPANY

Target & Reach In-Market Shoppers Now With



What is Dealer Proximity Marketing?

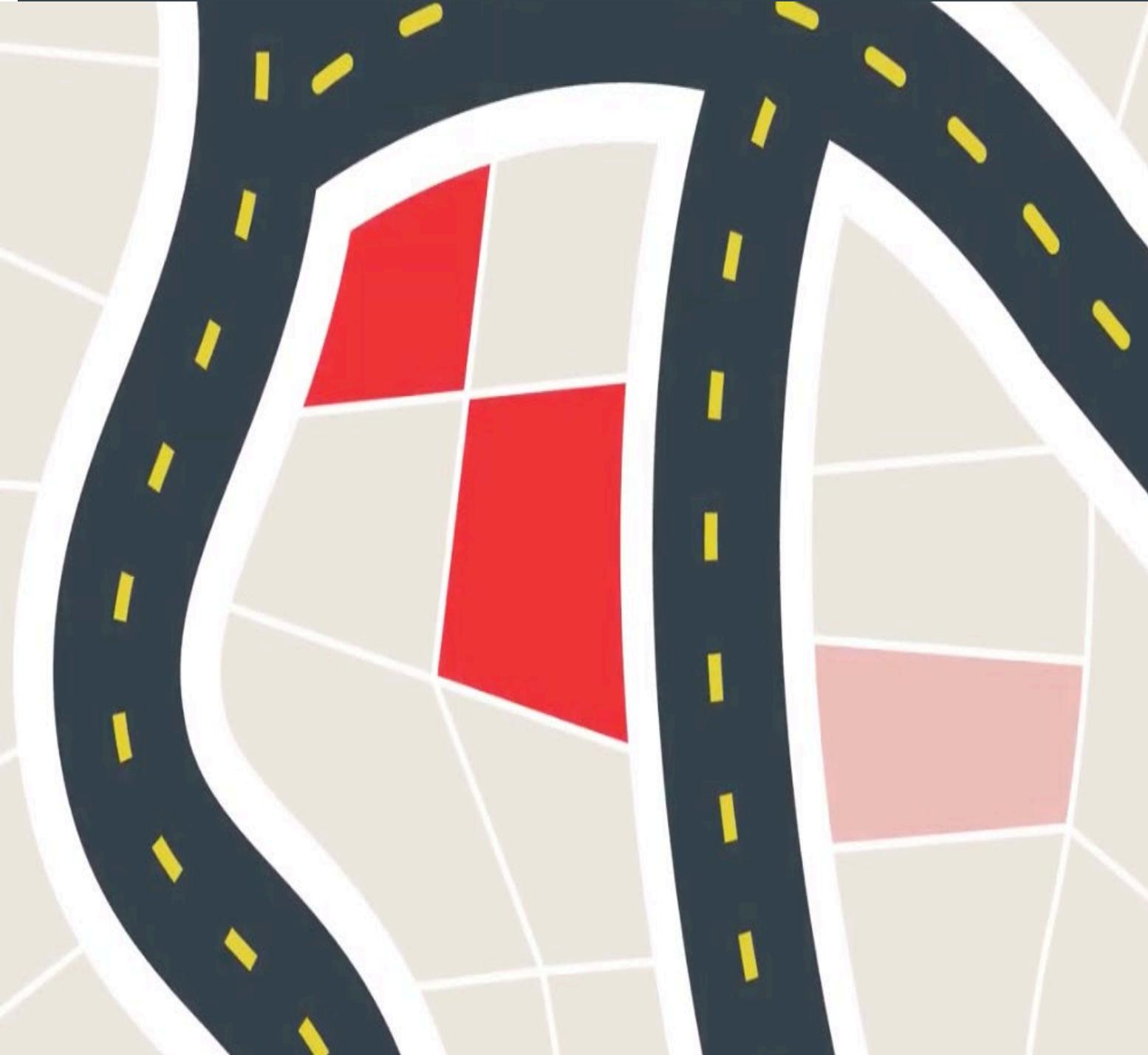


We have combined the power
of Conquest Email & GeoFencing
creating a hyper-targeted marketing platform.



**WE SEND 100k-300,000 CONQUEST EMAILS
TO IN-MARKET SHOPPERS**





**We upload the
entire 100k-
300,000 email
manifest of
street
addresses into
our system.**

We then GeoFrame each home allowing us to capture the device ID's in the households (cell phones, tablets, laptops, desktops, OTT/CTV) and serve compelling banner ads **WITH YOUR OFFERS!**



**WE RETARGET THOSE SHOPPERS FOR
30 DAYS SENDING UP TO 4 BANNER ADS
PER DAY ON MULTIPLE DEVICES!**



HOW HOME GEOFENCING WORKS...

WITHIN OUR PROGRAMATIC PLATFORM, LISTS OF HOME ADDRESSES THAT ARE BEING SENT CONQUEST EMAIL ARE UPLOADED, MATCHED AND SCRUBED OF ALL PERSONALLY IDENTIFIABLE INFORMATION SO THERE IS NOT BREACH OF PRIVACY



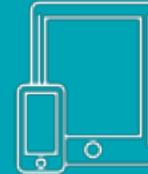
Physical addresses are uploaded into our platform.



The addresses are matched against our data to collect the exact physical location, size and shape of the individually matched addresses at a match rate of 90%+.



Audiences at every single address are updated daily.



The system geofences each matched address to collect & target users specific only to that distinct address location. Desktop, laptop and OTT/CTV devices are also targeted.



A Multi-Platform Digital Campaign

CONQUEST EMAIL

- 100k-300k Deployment
- Redeployment to Openers
- Dynamic Creative
- Up to 6 Car Offers
- Manifest of Openers
- Post Campaign Analytics (Sends, Opens, Open Rate, CTR, Opens by Geo and more)
- Click to Set Appointment Button

Ed Kaehn 269.393.3034
WAYLAND 1159 W. Superior St. Wayland, MI 49348

GET PRE-APPROVED > VALUE TRADE > NEW INVENTORY >

JUMPSTART 2026 SAVINGS

CLICK TO CALL > CLICK FOR DIRECTIONS >

2025 Ford Bronco Sport Big Bend 4x4

\$393/mo
Stock# 7040

2025 Ford Maverick XL FWD

\$440/mo
Stock# 6848

2025 Ford Bronco Big Bend 4 Door

\$497/mo
Stock# 6997

2026 Ford Explorer ST-Line 4WD

\$592/mo
Stock# 7065

2024 Ford Transit T-350 Cargo Van

WAS \$63,580
You Pay Just **\$53,500**

We Want Your Car, Truck or SUV!

We pay top dollar for clean vehicles
Trade it in or simply sell it to us
We Make It Easy

WILD CARD! Ed Kaehn WAYLAND

MUST BE PRESENTED AT TIME OF SERVICE

WILDCARD SAVING SPRT	YOU SPEND	YOU SAVE
\$100	\$100-\$249	5%
	\$250-\$499	7%
	\$500-\$999	8%

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OPENER DATA APPEND FOR COMPLIANT PHONE & EMAIL - ADDITIONAL FEE
WEBSITE BANNERS TO MATCH EMAIL OFFERS – ADDITIONAL FEE

Transparent Reporting

Google Analytics/ Example below based 100k email, expect 2.5-3x traffic with 300k emails

<input type="checkbox"/>	Total	51,000 100% of total	25,985 100% of total	50.95% Avg 0%	55s Avg 0%	7.09 Avg 0%	361,429 100% of total	738.00 100% of total	0.87% Avg 0%	\$0.00
<input type="checkbox"/>	1 google / cpc	9,201 (18.04%)	6,553 (25.22%)	71.22%	1m 37s	9.45	86,920 (24.05%)	161.00 (21.82%)	0.95%	\$0.00 (-)
<input type="checkbox"/>	2 (direct) / (none)	9,092 (17.83%)	4,387 (16.88%)	48.25%	36s	6.52	59,255 (16.39%)	173.00 (23.44%)	1.36%	\$0.00 (-)
<input type="checkbox"/>	3 fb / paid	7,511 (14.73%)	2,582 (9.94%)	34.38%	10s	3.37	25,298 (7%)	7.00 (0.95%)	0.09%	\$0.00 (-)
<input type="checkbox"/>	4 google / organic	6,335 (12.42%)	4,844 (18.64%)	76.46%	2m 09s	11.61	73,563 (20.35%)	173.00 (23.44%)	1.77%	\$0.00 (-)
<input type="checkbox"/>	5 edmunds / referral	5,958 (11.68%)	2,239 (8.62%)	37.58%	9s	4.88	29,074 (8.04%)	37.00 (5.01%)	0.15%	\$0.00 (-)
<input type="checkbox"/>	6 movein_facebook / paid_social	1,275 (2.5%)	39 (0.15%)	3.06%	0s	3.11	3,962 (1.1%)	0.00 (0%)	0%	\$0.00 (-)
<input type="checkbox"/>	7 automotiveonly / email	1,253 (2.46%)	731 (2.81%)	58.34%	11s	7.25	9,085 (2.51%)	25.00 (3.39%)	2%	\$0.00 (-)
<input type="checkbox"/>	8 automotiveonly / display	1,094 (2.15%)	355 (1.37%)	32.45%	4s	4.55	4,981 (1.38%)	0.00 (0%)	0%	\$0.00 (-)
<input type="checkbox"/>	9 bing / cpc	1,041 (2.04%)	687 (2.64%)	65.99%	1m 33s	8.89	9,254 (2.56%)	5.00 (0.68%)	0.48%	\$0.00 (-)
<input type="checkbox"/>	10 Federated / Federated Digital	926 (1.82%)	179 (0.69%)	19.33%	3s	3.89	3,603 (1%)	1.00 (0.14%)	0.11%	\$0.00 (-)

A Multi-Platform Digital Campaign

JUMPSTART 2026
SAVINGS

2025 Ford Maverick XL FWD

\$440/mo

GET OFFER >

Ed Koehn
Ford WAYLAND

\$440/mo, 36-month Ford Red Carpet Lease. \$3,500 due at signing. Not all buyers will qualify. Subject to credit approval. 0,500 miles per year. Taxes and fees not included. Vehicle image for illustration purposes. See dealer for details.



Home GEOFENCING

- Up to 50,000 Banner Ads Served
 - Creative - 1 Car Offer
- Post Campaign Analytics - Impressions, Clicks, CTR, Actions – those that were served a Banner Ads and visit your store
- Click to Set Appointment Button

TRANSPARENT REPORTING!



GeoMobile Home Audiences



Performance Metrics

Impressions, Clicks, CTR, Reach, Store Visits

Impressions

49,795

Clicks

510

CTR

1.19%

Reach

9,765

Store Visits

47

GA4

Sessions, New Users, Events

Sessions

495

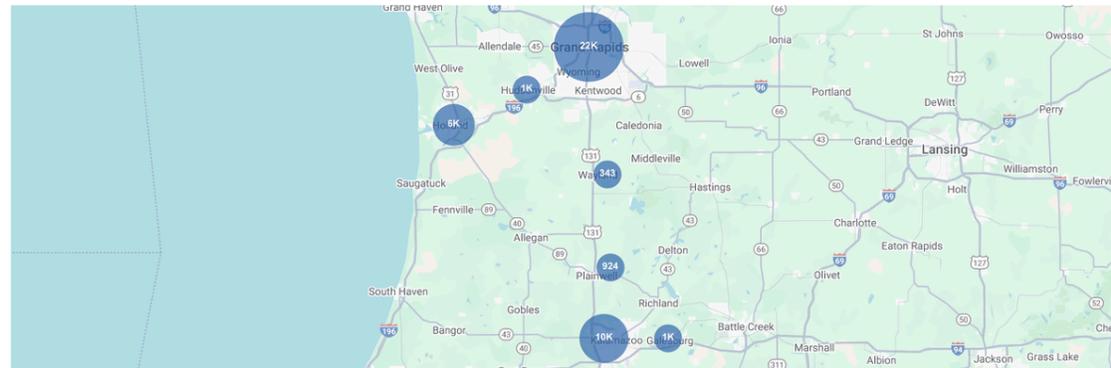
New Users

493

Events

1,867

Impressions by Locations Where Your Ad Was Seen



Top Clicks by Ad Type by CTR

Creative ID	Creative Name	Ad Group Name	Size	Type	CTR
▶ 32828033	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Home - December	728x90	IMAGE	0.16%
▶ 32828032	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Home - December	300x250	IMAGE	0.88%
▶ 32828030	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Home - December	320x480	IMAGE	2.17%
▶ 32828006	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Home - December	300x250	IMAGE	1.00%
▶ 32827938	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Home - December	300x50	IMAGE	0.11%

A Multi-Platform Digital Campaign



**WAIT
DON'T BUY
THAT CAR!!**

2025 Ford Maverick XL FWD

\$440/mo

GET OFFER >

Ed Koehn
Ford WAYLAND

\$440/mo, 36-month Ford Red Carpet Lease. \$3,500 due at signing. Not all buyers will qualify. Subject to credit approval. 0,500 miles per year. Taxes and fees not included. Vehicle image for illustration purposes. See dealer for details.

Competitor GEOFENCING

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TRANSPARENT REPORTING!



GeoMobile Competitor Audiences



Performance Metrics

Impressions, Clicks, CTR, Reach, Store Visits

Impressions
47,673

Clicks
802

CTR
2.12%

Reach
7,764

Store Visits
73

GA4

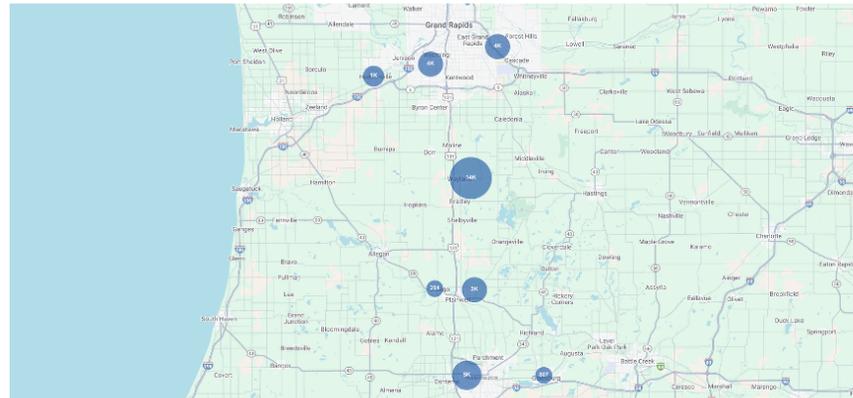
Sessions, New Users, Events

Sessions
733

New Users
710

Events
2,690

Impressions by Locations Where Your Ad Was Seen



Top Clicks by Ad Type by CTR

▶ 32828061	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Competitor - December	728x90	IMAGE	0.39%
▶ 32828058	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Competitor - December	300x250	IMAGE	0.34%
▶ 32828055	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Competitor - December	320x480	IMAGE	0.32%
▶ 32828052	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Competitor - December	300x50	IMAGE	0.39%
▶ 32828048	Ads Manager - IMAGE	Ed Koehn Ford of Wayland GeoMobile Competitor - December	300x250	IMAGE	0.40%

TRANSPARENT REPORTING!



Competitor	Address	City	Distance	Impressions	Clicks	Visits
Twins CDJR	3611 N Main Street	Wayland	0	6,981	210	15
Baker Buick GMC	3320 Highland Drive	Hudsonville	25	2,346	33	4
Dorrance Ford	103350 Miller Drive	Galesburg	44	2,991	22	0
Borgman Ford	3150 28th Street	Grandville	22	4,881	69	0
Seelye Ford	3820 Stadium Drive	Kalamazoo	30	2,702	25	5
Zeigler Ford of Plainwell	1260 Michigan 99	Plainwell	17	4,761	115	15
Zeigler CDJR	1186 Michigan 99	Plainwell	17	5,129	234	18
Fox Ford	33560 28th Street SE	Grand Rapids	22	2,888	44	13
Barber Ford	640 E 8th Street	Holland	37	2,554	24	1
Todd Wenzel Chevrolet	3156 Highland Drive	Hudsonville	25	2,440	26	2
Total				37,673	802	73

73 of your competitors shoppers visited your lot, service drive and/or showroom

HERE IS WHAT YOU RECEIVE:

CONQUEST EMAIL

100,000-300,000 Email Deployments to Owner/Auto Intenders in your market

Redeployment to all Openers

Postal Data of Openers

Custom Creative & HTML

UTM Tags For Google Analytics Reporting

Sold Customer Match-back Report

End Of Month Campaign Report



Home GEOFENCING

Up to 50,000 Monthly Impression

Custom Banner Ad Creative HTML

Retargeting for 30 days after Email Deployment

Transparent Reporting (Impressions Served,

Clicks, CTR, Conversions, Store Visits)

Competitor GEOFENCING

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DAG

AUTOMOTIVE MARKETING COMPANY

Call or Email DAG today to get started

702-812-3979 | cole@dealerautomotivegroup.com

