



dl | DEMAND LOCAL



# Digital Marketing Solutions

Deliver the right message to the right person, at the right time.



**FULL SERVICE DIGITAL AGENCY**  
Plan, implement, deliver and optimize campaigns



**MEDIA PROVIDER SCALE & ACCESS**  
Focus on the highest quality traffic to drive engagement



**AD TECH INNOVATION**  
Evolve new proprietary technology to solve your problems



## AWARENESS & INTEREST

Reach consumers who have a general interest in your product or industry. This higher-funnel approach spreads brand awareness through broad reach and generic messaging.

## PURCHASE INTENT

Target users who have actively qualified themselves as being currently in-market for your product or service through location, web, and mobile app behavior.

# Data and Audience

Demand Local will maximize campaign and audience reach effectiveness by analyzing audience engagement when impressions are served. Audiences that engage with our ads will be optimized against as well as replicated through lookalike audience building.

## TARGET CUSTOM AUDIENCE SEGMENTS

Combine targeting strategies to create a custom audience for your products or industry. Target shoppers who are the most likely to buy based on first and third-party data points and use unique audience building techniques to retarget potential consumers.



**GEOGRAPHIC** Narrow audience focus to state, region, zip code, DMA, geo-fence and more.



**DEMOGRAPHIC** Segment by age, gender, education, income, marital status, family attributes, ethnic and identity groups.



**SITE RETARGETING**

97% of potential customers will leave a site without converting.\*  
Use site retargeting to re-engage those past visitors to keep your brand or offer top of mind.



**SEARCH RETARGETING**

Use recent in-site or search engine keywords to qualify individuals actively searching for your product or service.



**BEHAVIORAL TARGETING**

Access over 100 of the industry's top data aggregators to target based on a myriad of qualifications such as: in-market purchase intent, interest, affinity, brand loyalty, lifestyle, browsing activity and purchase history.

Datalogix

bluekai

ROK

experian.

exelate  
ANHEIM COMPANY

ORACLE

acxiom.

Alliant

## OPTIMIZE & DELIVER DISPLAY ADVERTISING

Ongoing, rigorous, manual  
campaign optimization

- Routine trimming at the inventory, site, and creative level for higher engagement
- Pre-traffic exchange approval checklist
- Bid scaling
- View-through optimization
- Audience focus
- A/B creative and messaging testing
- Dayparting
- Geo-fence location optimization
- Delivery optimization for smooth and linear fulfillment



# Search Engine Marketing

Paid ad placement on All Major Search Engines (Google, Yahoo, MSN, Bing, etc.)



## TARGETING CAPABILITIES

Generate Site Visits and Website Leads/Calls

### Optimize & Deliver SEARCH

Ongoing, rigorous, manual campaign optimization

- Mobile optimized ad copy
- Comprehensive ad extension implementation
- Optimization to any KPI; set goals and meet them
- Conversion tracking
- Irrelevant search query screening
- Negative keyword matching
- Broad match modification
- A/B ad copy testing
- Traffic quality by device
- Strategic budget allocation
- Landing page audits
- Dayparting & time of day analysis

Source: Local Consumer Review Survey 2023, BrightLocal, Feb 2023



#### ONLY QUALITY TRAFFIC

Top search engines, limited exposure to display networks, and monitored search terms and keyword opportunities



#### DESIGNED FOR YOU

Ad groups, offers and messaging based on each specific store backed up by a proactive optimization approach



#### CERTIFIED EXPERTS

Google AdWords, Google Analytics and Bing Ads certified



#### PROVEN BEST PRACTICES

Methods statistically proven over time using Chi-Squared Analysis

Not all markets are the same, so we don't believe in cookie cutter campaigns. Demand Local takes a strong scientific approach to our building and optimization tactics, using proven statistical analysis to make our optimization decisions.

### 93% OF CONSUMERS USE ONLINE SEARCH TO FIND A LOCAL BUSINESS

shopping near me

clothes **shopping near me**

[brand] **shopping near me**

shoe **shopping near me**



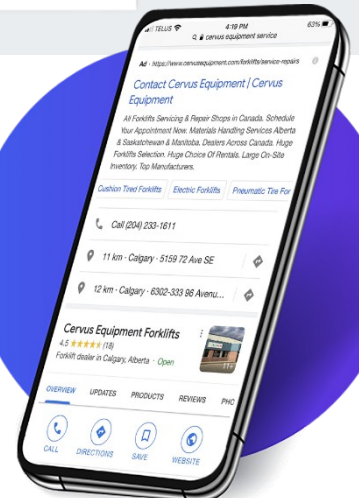
## MEASURING SUCCESS

### Google Analytics

- New visit rate: 65% to 75%
- Time on site: 2:00+
- Pages per visit: 3.25 to 4

### CPC Estimate

\$2.50 to \$4.00



# Auto Inventory Search Engine Marketing

Search advertising that automatically update with your inventory and uses ultra-targeted messaging – unique, detailed ad text for each vehicle.

In 2009, Demand Local developed proprietary technology to connect SEM campaigns to your vehicle inventory feed, enabling you to deliver ultra-targeted and waste-free search campaigns that only advertise the vehicles you have in stock.

We allow you to customize campaigns to focus on specific criteria-based segments to drive auto shoppers directly to your VDPs.

## SEGMENT INVENTORY TO CUSTOMIZE CAMPAIGNS

PRICE RANGE | MAKE, MODEL, YEAR | MILEAGE | DAYS ON LOT | VIN & STOCK NUMBER



## THE DEMAND LOCAL DIFFERENCE



### UNIQUE TO YOUR LIVE INVENTORY

Daily inventory feed generates thousands of keywords and ad text specific to your actual inventory



### 90% NEW & UNIQUE VISITS

Reach a completely new audience searching for your in-stock inventory; capitalize on off-brand searches



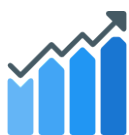
### FOCUS ON INVENTORY

Maximize your higher margin inventory or control volume by customizing focus



### PERFORMANCE & TRACKING

Track results by search engine, keyword and dealer stock numbers



## MEASURING SUCCESS

### Google Analytics

- New visit rate: 65% to 75%
- Time on site: 2:00+
- Pages per visit: 3.25 to 4

## SUCCESS STORIES



**NEW CAR INVENTORY MARKETING CAMPAIGN**  
ADVERTISED 627 NEW FORD VEHICLES  
JUNE 1 - SEPTEMBER 30, 2019

**376**  
CARS SOLD

**155**  
PHONE CALLS



**USED CAR INVENTORY MARKETING CAMPAIGN**  
ADVERTISED 424 USED KIA VEHICLES  
JUNE 1 - SEPTEMBER 30, 2019

**217**  
CARS SOLD

**118**  
PHONE CALLS

### CPC Estimate

\$2.50 to \$4.00

# Mobile Advertising with Walk-In Tracking

Display mobile banners against local geo targeted market during consumer web browsing and mobile app use; drive them to your mobile site and to your showroom floor



## TARGETING CAPABILITIES

**Geo Fencing:** Set virtual targeting around any given point (your dealership, custom zip codes, counties, etc.)

**Geo Conquesting:** Set virtual targeting around competitor location points (using latitude, longitude coordinates of multiple dealers and auto malls)

**Geo Retargeting:** Retarget customers that previously executed an ad call during their time in a geo fence after they leave the set geo fences

**Custom Audiences:** Target consumers based on specific behaviors and site audience indexes (millennials, high income, in market auto, etc.)

**Walk-In Attribution:** Track daily device IDs that have been served our mobile banner ads prior to physically entering your dealer lot(s).

**Advertiser 1st Party Data:** Effectively leverage the 1st party data you own and collect directly from your website and customers to enhance your ad campaigns



## CREATIVE UNITS

### Banner sizes and functions

Smartphone 320 x 50:

Clicks direct to mobile site

Smartphone and Tablet 300 x 250:

Clicks direct to mobile or tablet site



## STRATEGY PROPOSAL

**3rd party in market auto shoppers:** Reach local in market auto shoppers through premium 3rd party data providers

**Conquest:** Geo Conquest all competing franchised dealerships within DMA (500 feet around each competing dealer lot and their AOIs)

**Retargeting:** Retarget qualified device IDs that were once at an original set geo fence



## MEASURING SUCCESS

### Click Thru Rates

Average mobile CTR: 0.35%

Goal CTR: 0.40%

### Walk In Tracking

Goal 90-day cost per Walk-

In: <\$80





# Display Advertising

Grow brand awareness and increase consumer purchase intent through precisely targeted online advertising on desktop and mobile devices



## TARGETING CAPABILITIES

**Geographic:** Narrow audience focus to state, region, zip code, DMA, geo-fence and more.

**Demographic:** Segment by age, gender, education, income, marital status, family attributes, ethnic and identity groups.

**Search Retargeting:** Use recent in-site or search engine keywords to qualify individuals actively searching for your product or service.

**Site Retargeting:** Re-engage those past visitors to keep your brand top of mind.

**Behavioral Targeting:** Based on qualifications such as: in-market purchase intent, interest, affinity, brand loyalty, lifestyle, browsing activity and purchase history

**Advertiser 1<sup>st</sup> Party Data:** effectively leverage the 1<sup>st</sup> party data you own and collect directly from your website and customers to enhance your ad campaigns



## CREATIVE UNITS

### Banner sizes and functions

Desktop and Tablets:

- 728x90
- 300x250
- 160x600
- 300x600

Smartphones:

- 320x50
- 300x250



## MEASURING SUCCESS

### Click Thru Rates

Industry Average CTR: 0.09%

Goal CTR: 0.15%



# Dynamic Inventory Display

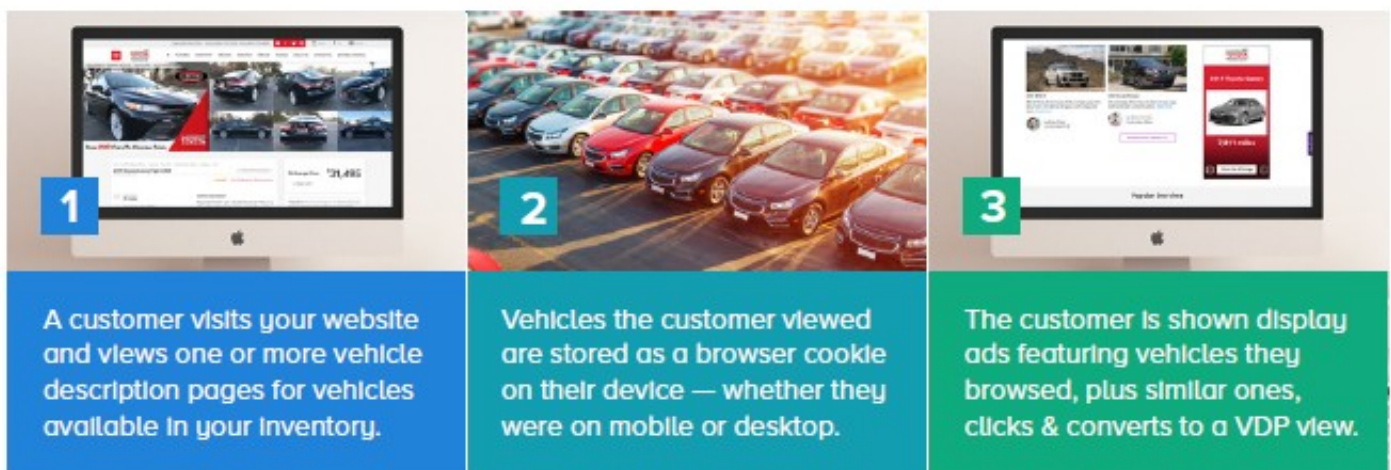
Dynamic Inventory Display leverages the combined capabilities of inventory management systems and ad technology. This Technology allows deeper personalization by displaying inventory that buyers are most interested in and driving them straight to the inventory page.



## TARGETING CAPABILITIES

Retarget shoppers that visited your sites' product pages along with local in market shoppers with dynamic inventory banners based on your live inventory.

**Advertiser 1<sup>st</sup> Party Data:** effectively leverage the 1<sup>st</sup> party data you own and collect directly from your website and customers to enhance your ad campaigns.



## SHOWCASE SPECIFIC LIVE INVENTORY

Retarget in-market shoppers with ads featuring relevant vehicles from your daily live inventory feed, along with your logo and custom message.



## THE DEMAND LOCAL DIFFERENCE



### DYNAMIC CONTENT OPTIMIZATION

Inventory listings are refreshed daily to show the most up-to-date vehicles



### HIGHER AD ENGAGEMENT FOR CAR SHOPPERS

Match vehicles to buyers based on site visits, search history and demographics



### CROSS-CHANNEL MARKETING

Integrates with VIN search to take advantage of traffic and intelligence



### PARTNERSHIP WITH INDUSTRY LEADERS

Utilize inventory management systems and data providers



# Amazon Dynamic Vehicle Acquisition

Use the power of Amazon Garage to take your inventory acquisition strategy up a notch. Quickly and easily fill your dealership lot using this direct-to consumer approach that precisely targets car owners with persuasive offers

Demand Local enables you to reach the largest eCommerce site in the US accounting for 202 million unique monthly visitors. Reach real people that are browsing and researching everyday purchases through multiple devices. Leverage exclusive user and purchase data to run Display advertising on Amazon desktop and mobile, leading Fire devices and third-party sites.

**202 MILLION**  
US MONTHLY  
UNIQUE VISITORS

**167 MILLION**  
US MONTHLY  
UNIQUE MOBILE  
VISITORS

**80%**  
REACH FOR HHI  
INCOME OVER  
\$100K

## DATA SOURCES & AUDIENCE

Use Amazon's Data in combination with 3rd Party In-Market Data to outperform your competition

amazon.com

edmunds

amazon Garage

amazon vehicles



Reach high-value automotive customers at scale



Engage customers across the automotive buyer's journey



Access unique Amazon automotive audiences and ad inventory



Deliver results across your automotive business



Discover how users are engaging with your ad content by site-visit attribution

## OPTIMIZED FOR AUTOMOTIVE



### IN-MARKET

Target lower funnel audience using market-leading automotive data to drive sales



### CONTEXTUAL

Users researching or shopping for parts & accessories on Amazon.com.



### PARTS & ACCESORIES

Promote vehicle-specific parts & services



### ORACLE DATA

Leverage the wealth of data segments offered by Oracle's Audience planner to refine the quality of targeting



### AUDIENCELOOK-ALIKES

Amazon modeling capabilities to Vehicle-specific predictive segments



### BEHAVIORAL

Search, browse and purchase behaviors over the past 365 days



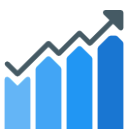
### CRM DATABASE TARGETING

Target customer in your CRM w/ verified Amazon accounts & build lookalike audiences



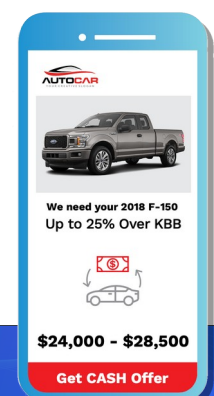
### OWNERS

Audiences who registered their vehicles on Amazon Garage.



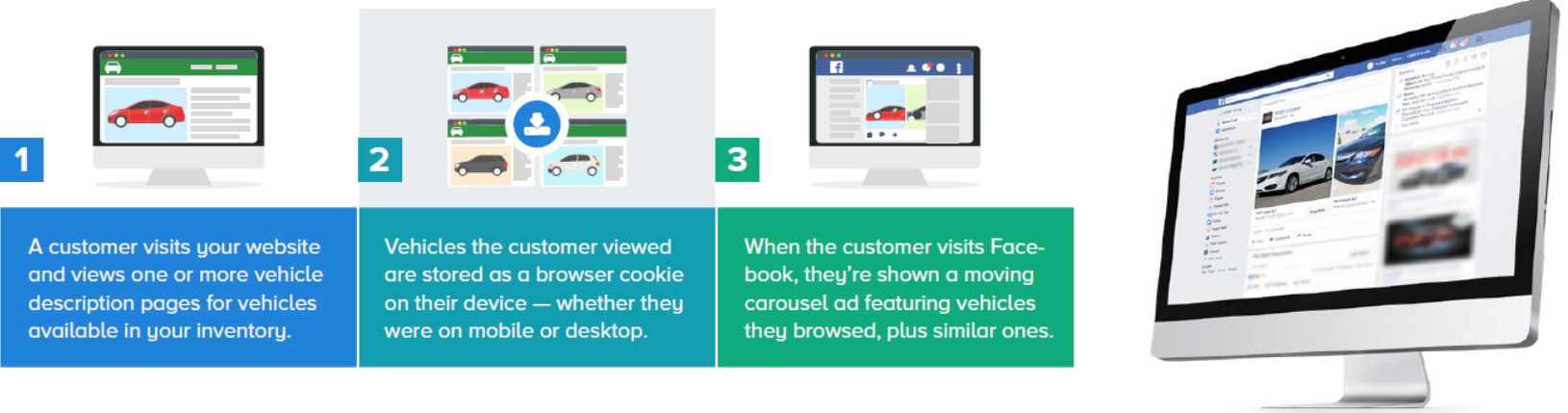
## MEASURING SUCCESS

- Goal: 85% to 95% video completion rate
- Goal: \$0.05 to \$0.15 cost per complete video view



# Facebook Dynamic Inventory with Leads

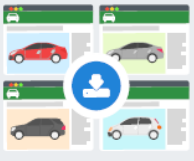
Dynamic Vin specific inventory carousel banners displayed in FB and IG newsfeeds in front of actual VDP views from FB users. Expand your reach by also targeting an in market auto lookalike audience. Ads drive users direct to a prefilled in app lead form that feeds directly into the dealers' CRM system.



1



2



3



A customer visits your website and views one or more vehicle description pages for vehicles available in your inventory.

Vehicles the customer viewed are stored as a browser cookie on their device — whether they were on mobile or desktop.

When the customer visits Facebook, they're shown a moving carousel ad featuring vehicles they browsed, plus similar ones.

## BENEFITS



### HIGH-QUALITY LEADS

Capture information and intent data from leads in the purchase stage of the funnel



### OPTIMIZE FOR COST-PER-LEAD

Use Cost-per-lead as the primary KPI for campaign optimizations to improve efficiency



### PERSONALIZED CREATIVES

Show the perfect ad variation with the exact model and color the user is interested in



### UNPARALLELED AD RELEVANCE

Retarget audiences who viewed the VDP page using the specific VIN in the ad creative



### FRICION FREE USER EXPERIENCE

Users are more inclined to confirm submission since the native forms are auto-filled



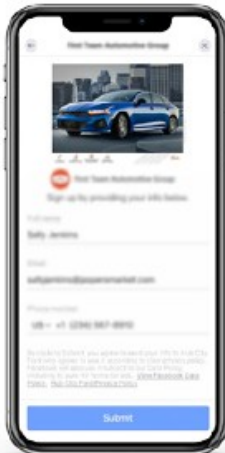
### CUSTOM CALL-TO-ACTION

Optimize for different call-to-actions be it showroom visits, test drive bookings, or quote requests

1 iPhone with Dynamic Inventory ad



2 Facebook lead form



3 Lead data to CRM + Sales calling

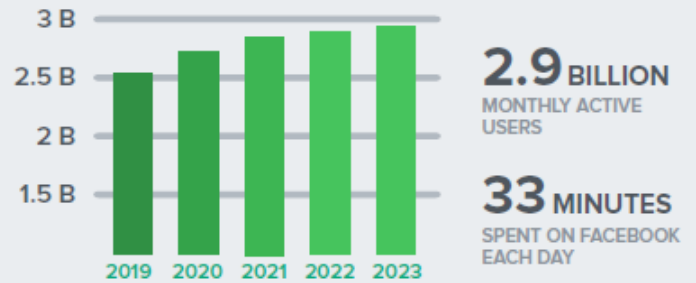


# Facebook Display with Leads

Unlock valuable customer insights with Facebook Lead Gen. Connect with potential customers who are interested in your products or services through Instant Forms and collect the most important details, like contact information and custom questions, perfect for understanding your customer needs – start generating more leads now!

Demand Local stresses the importance of reaching customers where they frequent most, and leveraging powerful demographic and interest data afforded by the platform. Our expertise in dynamic inventory advertising allows you to connect your inventory to each unique shopper on Facebook with relevant and timely ads. The results have been predictably remarkable, with click-through rate increases as high as 200% over conventional mobile ads.

## FACEBOOK MONTHLY ACTIVE USERS: FEB 2023



### POSSIBLE GOALS FOR A FACEBOOK ADVERTISING CAMPAIGN

- Promote your Facebook page, posts or videos.
- Boost traffic and conversions on your website.
- Increase installs of your app.
- Advertise hyper-locally near your business.
- Increase event attendance.
- Generate lead form submissions or offer redemptions.

**LOCATION**  
Zip, DMA, radius

**DEMOGRAPHICS**  
Education, finances, life events, etc.

**AGE & GENDER**

**BEHAVIORS**  
In-market auto, etc.

**CONNECTIONS**  
Include/exclude people who liked a page

**INTERESTS**



**FACEBOOK CONTACT**  
Generate leads with ads that display a contact form when clicked.



**FACEBOOK ADVERTISING**  
Ads in the desktop news feed and right column, mobile news feed, and Facebook Audience Network.



**INSTAGRAM ADS**  
Visually engage users with photo, video, carousel and stories ads to drive awareness and increase customers.



**STORIES ADS**  
Deliver your message in a fullscreen format on Facebook & Instagram Stories and drive buyers to your website with just a swipe.



# Facebook Sales Events with Leads

Facebook/Instagram display ads that reach in-market shoppers within a set radius around the dealership. Leads are generated through enticing offers and customers are encouraged to message for more details. Leads are then funneled to our external BDC team to answer questions and book appointments. All leads and appointments are sent to the dealership's CRM.



## PRIMARY OBJECTIVES AND STRATEGIES

Generate leads by targeting in-market auto shoppers through 10-day Facebook/Instagram sponsored display ad campaigns. Then, set appointments and drive traffic into the dealership through our external BDC services.



## CAMPAIGN DESCRIPTION

- Target users who are 18+ that are within a set mile radius around the dealership on Facebook/Instagram
- Incorporate Polk 3<sup>rd</sup> party data to expand upon in-market audience
- Encourage customers to leave a comment or message to receive a voucher and receive more information
- Leads are then funneled into Facebook Messenger and to external BDC team. External BDC team messages customers to answer any questions, book an appointment, send appointment reminders, and follow-up after the appointment
- Once leads have been secured and appointment has been sent, information is then sent to the dealership's CRM



## WHAT WE NEED

- Campaign goals – Push used cars? Acquire new inventory? Reach more credit challenged buyers?
- Budget – How many people are we looking to reach? How many appointments is the sales team able to service?
- CRM Details - Where are we sending the lead & appointment information?
- Co-op Details – Will the dealer like for us to submit to co-op? Will the dealer like for us to prepare the sponsored posts for the dealer to submit?



## PRIMARY SUCCESS METRICS

Goal: \$40 to \$50 Cost Per Lead (CPL)

🎉 New YEAR 🎉 🌟 New YOU 🚗 New CAR 🚗 For a limited time only, take advantage of our BEST SPECIALS to get your into your 🚗 NEW RIDE 🚗 today! Drive home with 🔥 ZERO DOWN PAYMENT, 🔥 Payments as low as \$269/month and 🔥 financing as low as 0%!

!! HURRY !! This is our BIGGEST EVENT in history and we're passing the savings to you!

📩 MESSAGE US NOW to CLAIM YOUR VOUCHER!

Don't miss out on:

- 🔥 ZERO DOWN PAYMENT
- 🔥 Financing as low as 0%
- 🔥 Payments starting at ONLY \$269/month

🕒 DON'T MISS OUT ON THESE GREAT SAVINGS! Claim your voucher before it's too late!

Disclaimer: LINK HERE

**NEW YEAR, NEW YOU  
NEW CAR  
SALES EVENT**

PAYMENTS AS LOW AS **\$269/MO**

**ZERO DOWN PAYMENT**

FINANCING AS LOW AS **0% APR**

**CLAIM YOUR VOUCHER NOW**

🚗 WE'RE OVERFLOWING WITH INVENTORY! 🚗 We need to sell 127 vehicles during 🌟 The BIG USED CAR Sales Event! 🌟 For a LIMITED TIME ONLY, take advantage of 🌟 NO PAYMENTS for 90 days, 🌟 ZERO down payment and 🌟 vehicles starting at ONLY \$5,200! MESSAGE US NOW to CLAIM YOUR VOUCHER before this event ends!

!! HURRY !! This is our BIGGEST EVENT in history and we're passing the savings to you!

📩 MESSAGE US NOW to CLAIM YOUR VOUCHER! 🌟

Don't miss out on:

- 🔥 NO PAYMENTS for 90 DAYS
- 🔥 ZERO DOWN PAYMENT
- 🔥 Vehicles starting at ONLY \$5,200

🕒 DON'T MISS OUT ON THESE GREAT SAVINGS! Claim your voucher before it's too late!

Disclaimer: LINK HERE

**THE  
BIG  
USED CAR  
SALES EVENT**

**NO PAYMENTS FOR 90 DAYS**

**ZERO DOWN PAYMENT**

**VEHICLES STARTING AT ONLY \$5,200!**

**CLAIM YOUR VOUCHER NOW**

🛑 STOP SCROLLING 🛑 DO YOU NEED A FRESH START TO GET INTO YOUR DREAM CAR? 🌟 Look no further! We're offering 🌟 CREDIT FORGIVENESS 🌟 during our 🔥 FRESH START SALES EVENT! 🔥 OUR GOAL is 100% APPROVAL! 🔥 We're offering 🔥 financing as low as 0%, 🔥 NO MONEY DOWN and 🔥 vehicles starting at ONLY \$5,200! 🔥

🕒 WHY WAIT? Drive your dream car home TODAY! This event is for a LIMITED TIME ONLY! 🕒

📩 MESSAGE US NOW to CLAIM YOUR VOUCHER! 🌟

? Payments too high? 🌟 We have vehicles starting at ONLY \$5,200! 🌟

? APR too high? 🌟 We're offering financing as low as 0% APR! 🌟

? No money down? 🌟 NO PROBLEM! 🌟

!! HURRY !! This is our BIGGEST EVENT in history and we're passing the savings to you!

📩 MESSAGE US NOW and say "I WANT MY VOUCHER!" 🌟

Disclaimer: LINK HERE

**Fresh Start  
CREDIT FORGIVENESS EVENT**

OUR GOAL IS **100% APPROVAL!**

FINANCING AS LOW AS **0% APR**

**NO MONEY DOWN!**

**CLAIM YOUR VOUCHER NOW**

🛑 STOP SCROLLING 🛑 WE WANT YOUR CAR !! For a limited time only, WE'RE OFFERING up to 🌟 \$5,000 MORE FOR YOUR TRADE! 🌟 We'll BUY YOUR CAR outright! PLUS, drive home with 🌟 NO MONEY DOWN, 🌟 NO PAYMENTS for 90 DAYS and we have 🌟 vehicles starting at ONLY \$5,200!

!! HURRY !! WE NEED YOUR TRADE and want to BUY YOUR CAR OUTRIGHT! 🚗

📩 MESSAGE US NOW to CLAIM YOUR VOUCHER! ! 🌟

Don't miss out on:

- 🔥 ZERO DOWN PAYMENT
- 🔥 Financing as low as 0%
- 🔥 Payments starting at ONLY \$269/month

🕒 DON'T MISS OUT ON THESE GREAT SAVINGS! Claim your voucher before it's too late! 🌟

Disclaimer: LINK HERE

**WE WANT YOUR CAR**

Up To **\$5,000** More for Your Trade

Drive Home With **NO Money Down & NO Payments for 90 Days**

We'll **BUY Your Car Outright!**

Vehicles Starting at Only **\$5,200**

**CLAIM YOUR VOUCHER NOW**



# Video Pre-Roll | YouTube True View

Video content played before short or long-form videos on YouTube and the Google Display Network. After five seconds, the viewer has an option to skip the video ad.



## TARGETING CAPABILITIES

TrueView In-Stream videos appear on desktop computers and high-end mobile devices on YouTube Videos and on video publisher pages in the Google/YouTube Display Network.

**Advertiser 1<sup>st</sup> Party Data:** effectively leverage the 1<sup>st</sup> party data you own and collect directly from your website and customers to enhance your ad campaigns

### How will I be charged?

For videos 30 seconds or longer, you'll be charged when the viewer reaches the 30 second point on the video. For videos shorter than 30 seconds, you'll be charged when the viewer completes the video.



## CREATIVE UNITS

Can include two ad standard display units (provided by agency)

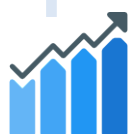
- 300 x 60
- 300 x 250

Call To Action overlays: clickable text ads that appear on top of video viewer while playing on YouTube network



## STRATEGY PROPOSAL

Run against local audience, targeting in market auto shoppers through Google display segments. Run all current television ads running locally on YouTube/Google video display network. Include companion display banners and overlay text ads.



## MEASURING SUCCESS

**Cost per complete video view**

Goal: \$0.17 to \$0.27 cost per complete video view on the long form +0:30





# Premium Pre-Roll | Standard (Non-YouTube)

Maximize your video production investments and television assets by serving your content in front of your local in market auto audience online beyond just YouTube.



## TARGETING CAPABILITIES

### Who will see my Video Ads?

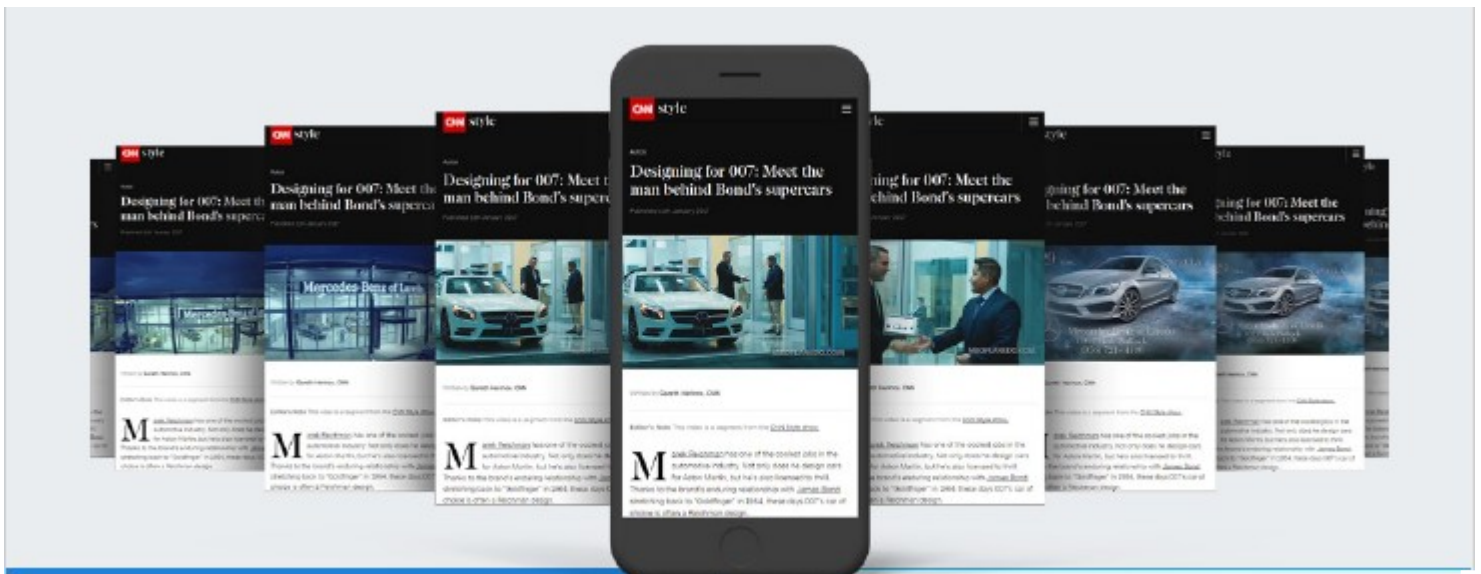
Local targeting parameters combined with 3rd party in market auto data will ensure we are showing your ads to low funnel in market auto shoppers local to your target area.

**Advertiser 1<sup>st</sup> Party Data:** effectively leverage the 1<sup>st</sup> party data you own and collect directly from your website and customers to enhance your ad campaigns **Where will the Video Ads appear?**

Video spots will appear on desktop computers and high-end mobile devices across top tier publisher pages with video content (sports sites, news sites, special interest sites, including local and national outlets).

### How will I be charged?

These will be 0:15 or 0:30 video ads. Best practices include running current TV commercials on our video platform to keep consistency between traditional and digital messaging.



## MEASURING SUCCESS

**Video Completion Rate**  
Goal: 40% to 60% video

**Cost per complete video view**  
Goal: \$0.02 to \$0.05 cost per complete video view

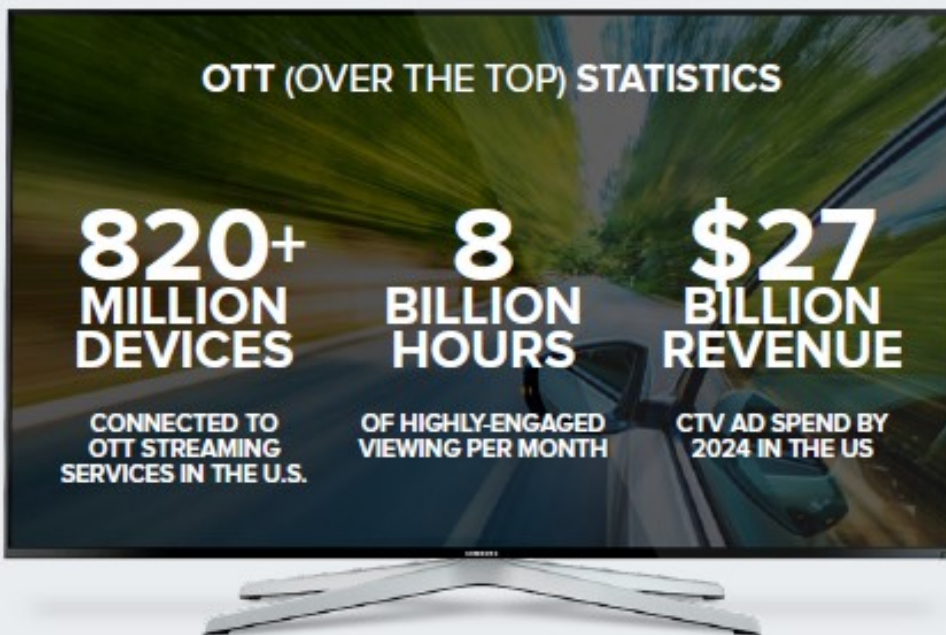
# Premium Over-the-top & Connected TV

Internet-based video content played on the largest screen in the house! Reach growing numbers of cord-cutters outside of network broadcast, cable and satellite TV. More measurable and targetable than traditional TV.

**Connected TV** connects TVs to the internet, allowing users to access content through Smart TV applications, gaming consoles like PlayStation and Xbox, and set-top boxes such as Roku and Apple TV. Videos appear on the biggest screen in the house during shows, movies, and live sports events.

**OTT (Over-the-top)** refers to internet-based video streaming that occurs on smaller devices such as desktop computers, laptops, smartphones and tablets. CTV is a form of OTT, but CTV refers specifically to streaming on big screens.

Demand Local helps you harness the fastest growing video segment: long-form television content. Connect with your audiences on big screen smart TVs, streaming devices, or consoles.



Source: US Connected TV (CTV) Ad Spending, 2020-2026 eMarketer, Oct 2022

## AD QUALITY

High definition ads with stereo sound to boost brand exposure, loyalty and remembrance

## DATA-INFORMED AUDIENCE TARGETING

Transcend linear television with precise, granular targeting of demographic, psychographic and behavioral data

## BIG SCREEN, BIG IMPACT

Optional large screen only device selection for maximum resolution

## THE DEMAND LOCAL DIFFERENCE



### UNPARALLELED AD PLACEMENT

Hand-picked private marketplace inventory and household names in tv content



### 94% COMPLETION RATE

Engaged audiences and assurance your message has been received in full



### CROSS-DEVICE CONTINUITY

Seamless multi-channel media for immersive campaigns

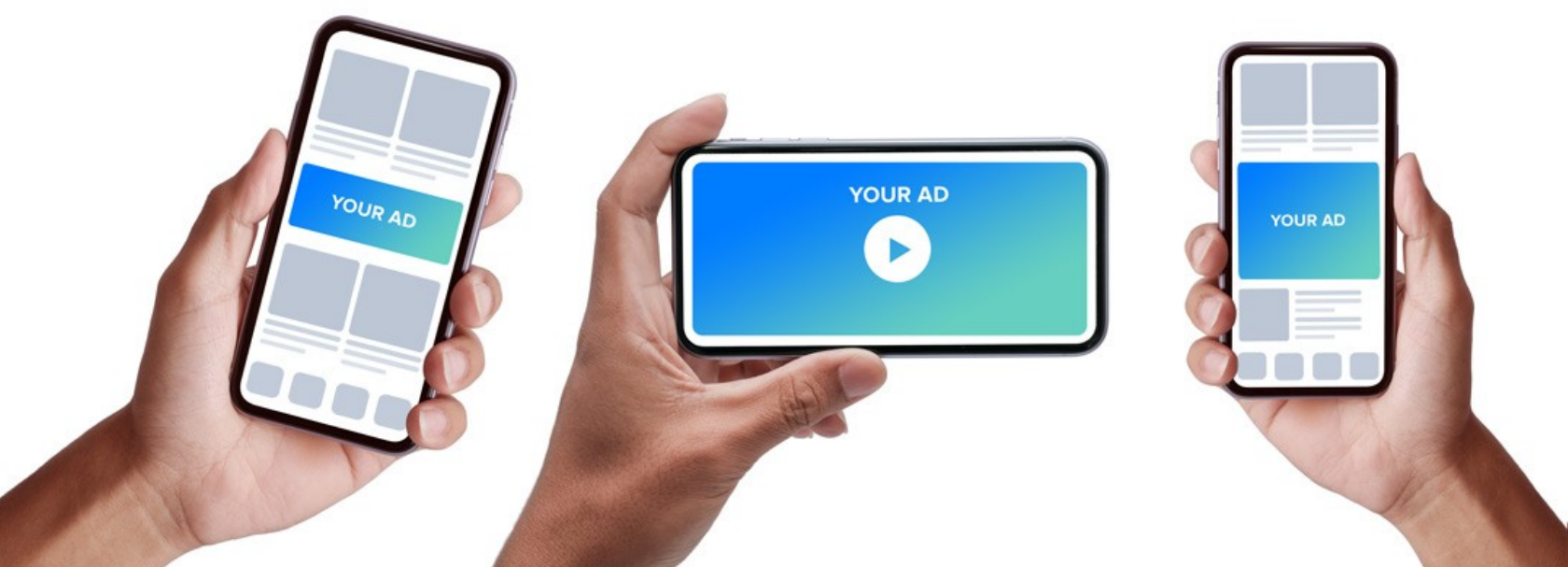


### CTV SPECIFIC REPORTING & ATTRIBUTION

Measure success using digital or traditional media planning and KPIs



# WHERE YOUR ADS ARE SHOWN





# Digital Audio

Maximize your assets and repurpose current traditional radio messaging for more consistent message delivery across multiple media platforms.



## TARGETING CAPABILITIES

### Audience Reach

Access to 10,000+ digital audio players (Live, Podcast, Simulcast, On Demand) on both mobile and desktop devices.

### Premium Audiences

Subscription, behavioral, retargeting, geographic, demographic, category, device targeting, and more.

**Advertiser 1<sup>st</sup> Party Data:** effectively leverage the 1<sup>st</sup> party data you own and collect directly from your website and customers to enhance your ad campaigns

### Creative

:15 or :30 audio spots served on desktop and mobile audio players



## STRATEGY PROPOSAL

**3rd party in market auto shoppers:** Reach local in-market auto shoppers through premium 3rd party data providers

**Custom Segments:** layer on financial and credit challenged attributes to in-market auto segments



## MEASURING SUCCESS

Quartile Listen Thru Rates

Complete Listen Thru Rates

- Goal LTR: 80%+

Cost per Complete Listen

- Goal CPL: \$0.02 to \$0.05



### PREMIUM CHANNELS

**CBSRADIO**

**iHeartRADIO**



**Spotify**

**tunein**

# LINK

Link is an innovative, custom-built solution designed to unlock the power of customer data. By leveraging first party insights across digital marketing campaigns, Link enables organizations to maximize their impact and success.



## CAPABILITIES

**Leverage your 1st-party-data:** Brings together all CRM, DMS, and siloed sources and streamlines them into a single easy-access hub to elevate marketing.

**Build Custom Filters:** Tailor-made powerful filters and custom attributes so you can accurately build your target audience

**Link insights to your campaigns:** Upgrade your performance by connecting your data to major ad platforms

**Automation:** Maximize your marketing efforts with automation that cultivates a dynamic audience base that grows, updates and optimizes for maximum success.

**Updated Daily:** Seamless daily updates that are applied automatically

**Reporting:** Detailed metrics that provide you with insights that matter for making data-driven decisions

**Security:** Enterprise-grade measures - like hashing, encryption, and multi-factor authentication - guarantee that your information stays safe.

**Security:** We will require your inventory feed to the LINK platform for all inventory-based campaigns such as Google Vehicle Ads and Facebook Dynamic Ads

## HOW IT WORKS

### CONNECT

You can quickly join the dots between all of your customer insights.

Automatically centralize your customer data with LINK—your one stop solution to unify data from your CRM, DMS, and other siloed data sources into a single source of truth.

### FILTER

Robust filters to make sure your marketing is hitting the target

Tailor your targeting using powerful filters and custom attributes so you can craft the most meaningful segments for successful marketing strategies



### LINK

Leverage LINK's intelligence to elevate your campaigns on leading platforms.

Securely sync your audience with your ad platforms such as Google, Facebook, Bing, TradeDesk, Mailchimp and more for maximum impact.

### EXECUTE

Turn insights into actionable strategies.

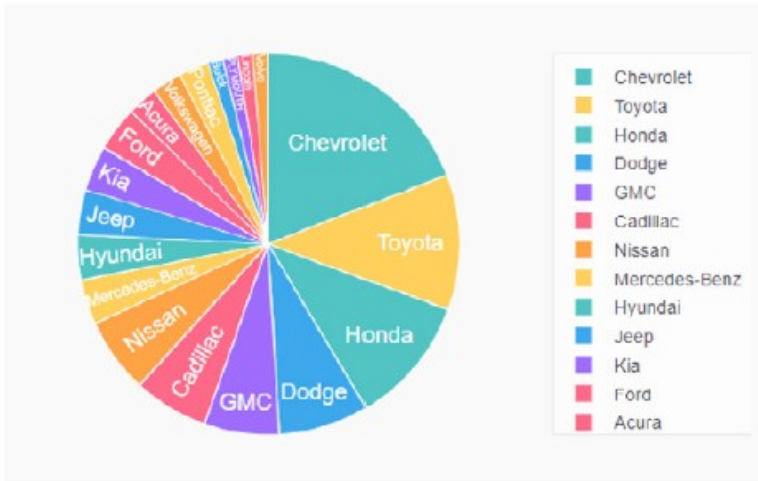
Craft customized ad campaigns against your custom audience segments right out of Facebook, Google, Bing, etc. Automatically grow, update and refine this audience as you go

# Campaign Performance Reporting

Monitor the performance of all your campaigns from a single pane of glass

## ADVANCED BREAKDOWN

### MOVED VEHICLES BY MAKE



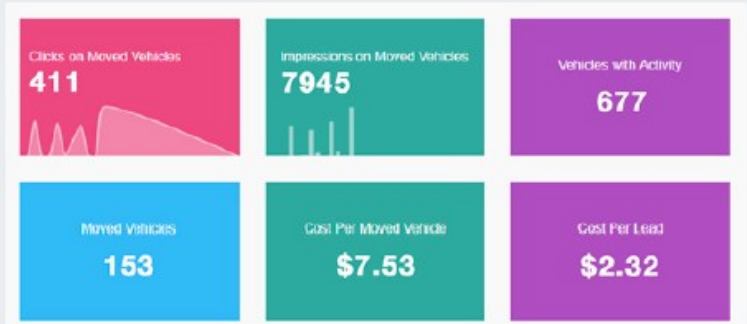
### MOVED VEHICLES BY MODEL YEAR

Moved Vehicles

VIN	VEHICLE	IMPRESSIONS	CLICKS	CTR	LEADS
2013 KIA SORRENTO	2013 Kia Sorento	2,216	240	0.83%	8
2013 FORD F-150	2013 Ford F-150	1,704	100	5.87%	0
2007 NISSAN ALTIMA	2007 Nissan Altima	1,312	124	9.45%	4
2012 CHEVROLET CRUZE	2012 Chevrolet Cruze	800	56	3.93%	0
2008 CADILLAC CTS	2008 Cadillac CTS	756	40	5.29%	0
2008 HONDA FIT	2008 Honda Fit	656	40	6.10%	0
2013 CHEVROLET MALIBU	2013 Chevrolet Malibu	636	16	2.52%	0

### VIN SPECIFIC METRICS

Leads, Clicks, Impressions, CTR for each individual VIN



#### CUSTOM REPORTING

Including share of voice and hourly & near real-time metrics



#### DATA BY ROOFTOP

Analyze campaigns by rooftop to better focus your marketing



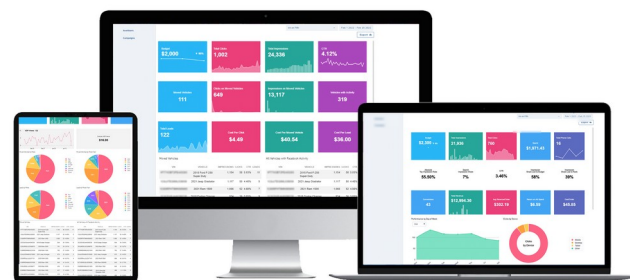
#### EASY COLLABORATION

Share data access with team members; view on all devices



#### INCREASE CUSTOMER SERVICE

Listen to sales phone calls and follow up with customers







**INDUSTRY:**  
Healthcare

**PRODUCT:**  
Search Engine Marketing,  
Retargeting

**PROFILE**

Institute serve patients with world-class LASIK, laser cataract surgery, dry eye treatments, and cosmetic services and treat patients with glaucoma, low vision, eyelid issues, and other problems, with specially trained eye doctors and seven clinics in the Midwest region.

**5X CTR**  
OF HEALTHCARE  
INDUSTRY AVERAGE

**80%**  
ABSOLUTE TOP  
IMPRESSION RATE

**18%**  
REDUCTION  
IN CPC



**INDUSTRY:**  
QSR

**PRODUCT:**  
Mobile Geofencing,  
Facebook, Display,  
Video

**PROFILE**

A leading American Quick-Service-Restaurant business that has been running successfully for over 25+ years. They are present in over 1200 locations across North America.

**\$22**  
ROAS

**\$1.25**  
CPO

**20,000+**  
ORDERS



**INDUSTRY:**  
Automotive

**PRODUCT:**  
Facebook Dynamic  
with Leads, VIN Specific  
Reporting

**PROFILE**

Virginia based multiple rooftop automotive dealership with over 70 years experience. They are present in six locations in the region and have a large online inventory of brands, including Chevrolet, Honda, Kia, Subaru, and Toyota.

**36%**  
INCREASE IN CONVERSION

**360**  
LEADS IN 60 DAYS



**INDUSTRY:**  
Legal

**PRODUCT:**  
Mobile Geofencing,  
Walk-In Attribution

**PROFILE**

Oklahoma based law firm having more than 65 years of combined legal experience handling a wide range of cases, including personal injury, premises liability, motor vehicle accidents, workers' compensation, Social Security disability, criminal law, and employment law.

**17**  
RSVS

**171,770**  
IMPRESSIONS

**20,000+**  
ORDERS



**INDUSTRY:**  
Finance

**PRODUCT:**  
Mobile Geofencing,  
Registered Walk-Ins,  
Digital Audio

**PROFILE**

A highly reliable bank that's been operating successfully since 1927. They are known for their excellent customer service and have over 50+ branches in the North East.

**281**  
WALK-INS

**\$17.79**  
COST-PER-WALK-IN

**0.26%**  
CTR