

# FACEBOOK AND DISPLAY FOR ANONYMOUS AUDIENCES FOR SERVICE

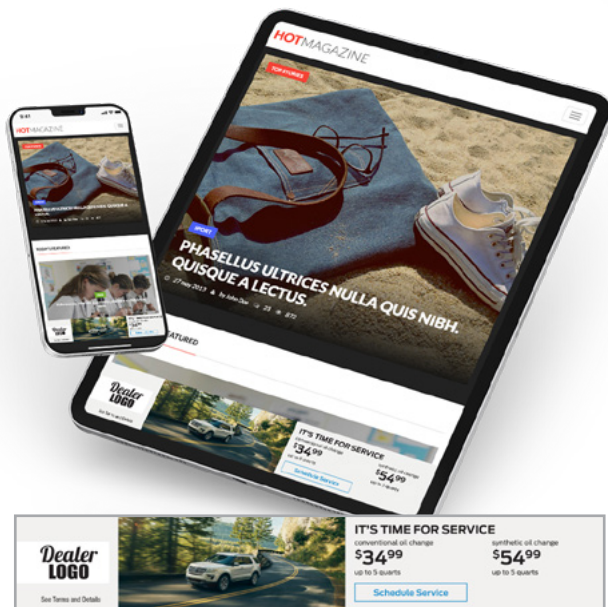


## MEETING VEHICLE OWNERS WHEREVER THEY ARE

AutoPoint's Display Ad Program can help you capture defectors by getting your "reason to reconsider" message on key websites that attract aftermarket service audiences in close proximity, so that you can get them back in the dealership.



Your consumers are **online**, and your **dealership** should be too.



## NEXTGEN DIGITAL MARKETING

Find people who own a particular make/model of a vehicle, live within a certain area (PMA,AOI) and are in the market for service.

- Visiting websites of businesses that offer vehicle service (dealership websites, aftermarket websites)
- Searching for Automotive service terms, like "wheel alignment" or "how much do tires cost for a Prius?"
- Visited (in person) an automotive aftermarket location.



### DIGITAL BANNERS

Draw them in with ad placement on many sites.



### FACEBOOK BANNERS

Hyper-target your customers with audiences that include more communications than ever before.



### INSTAGRAM BANNERS

Additional ad options drastically widens your audience.

# FACEBOOK AND DISPLAY FOR ANONYMOUS AUDIENCES FOR SERVICE



## BE SOCIAL

AutoPoint's Service Facebook Program can help you capture defectors by getting your "reason to reconsider" message into the Facebook feeds of highly targeted prospects in close proximity to your dealership.

## PROGRAM FEATURES



Ability to target customers who own your make of vehicle and who have been searching for service options



Ability to target "known defectors." People who own your make/model and have serviced at an aftermarket service location in the last 120 days



Reach potential customers when they are reactively searching for service, because a light came on or they heard a noise and they do a reactive search from their mobile device



Comprehensive reporting available in AutoPoint's technology platform



## PROVEN RESULTS

10%

Conversion on competitor proximity audiences.

12%

Conversion Rate on 3rd Party segments for Parts, Service & Tires.

\$37.17

Return on investment.