

MOTORS



# REACH CAR BUYERS & MOTORS ENTHUSIASTS

Hyper-targeted online advertising campaigns for both new and used car dealers

**News Shopper**  
*#getconnected*

**REACH: MOTORS** allows new and used car dealerships to reach car owners and motoring enthusiasts who are actively seeking to purchase a car, no matter which sites they're browsing.

We understand that no two customers are the same.

But by getting under the skin of your business and really understanding your objectives and target audience, we're able to show the right ads, to the right users, at the right time.

Want to promote finance deals to men looking to buy a new hatchback? We can help. Want to promote your hard-to-sell used stock to people looking to buy a used car for under £5,000? We can help with that too.

It doesn't matter who your target market is, we're able to build bespoke digital ad campaigns around your business's specific needs.



We use a combination of first- and third-party data to target prospective customers, across 30 of the world's largest ad exchanges, based on their...



## **GEO LOCATION**

Target car buyers by their geographical location. No more wasted impressions.



## **BRAND PREFERENCE**

Whether it is a particular manufacturer, or a certain body type, we know what cars our browsers are in the market for.



## **FINANCE & CREDIT INFO**

Target users by their budget, credit information or even their attitude towards finance.



## **NEW/USED PREFERENCE**

Want to target only users looking to buy a new car? Or looking to lure used car buyers in with great finance offers? We can target users accordingly.

### **This allows dealerships to:**

- Reach and engage car buyers, whatever sites they use
- Drive targeted traffic and qualified leads
- Achieve greater customer retention
- Reduce wasted impressions and maximise ROI

Flexible pricing to suit budgets of all sizes.

LOW	MEDIUM	HIGH	MAXI
<b>£500</b>	<b>£750</b>	<b>£1,000</b>	<b>£1,250</b>
<b>62,000</b> Minimum impressions delivered	<b>94,000</b> Minimum impressions delivered	<b>125,000</b> Minimum impressions delivered	<b>156,000</b> Minimum impressions delivered

## **What is behavioural targeting?**

We use cookies on our sites to collect user information, such as demographics and behaviours, in order to create audience segments — groups of users who have similar or matching profiles. Behavioural targeting enables us to target users based on the actions they have taken when using our websites, or any site across the open exchanges, such as viewing a car for sale.

## **What is demographic targeting?**

We use a number of industry leading data providers, in addition to our own data, to target users based on their demographics.

## **How long will my campaign run?**

A standard campaign will serve impressions evenly over the course of a 30 day period.

## **Which ad formats are supported?**

Standard campaigns will be delivered using MPUs, leaderboards, skyscrapers and mobile ad strips.

## **Where will my ads appear?**

Your ads could appear on any page, of any website across over 30 ad exchanges. We focus on ensuring your ads are served to the right audience, regardless of whether or not we own that platform. Don't worry though, your ads will only ever appear within a brand safe environment.

## **Where will users go if they click on our ad?**

When clicking on your advert, users will be taken through to a landing page of your choice. It's recommended that your ads click through to the relevant landing/sales page.

## **How will I know that my ads have been seen?**

We'll send you a campaign performance report once your campaign has finished to show you how many times your ads have appeared, where they've appeared and how many people have clicked through to your site.