





MORE EFFECTIVE SEARCH ADVERTISING USING

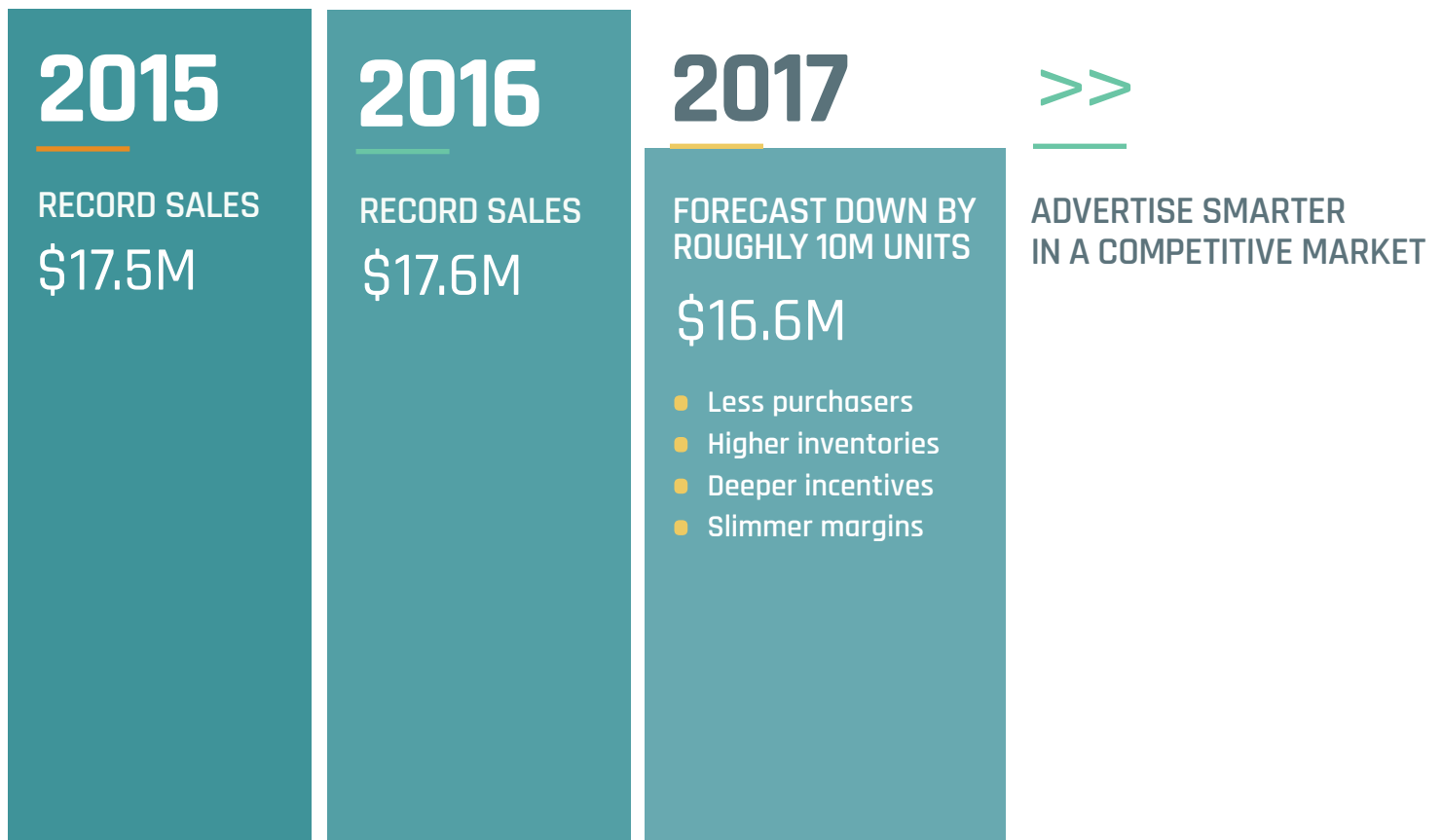
ADVANCED AUDIENCE SOLUTIONS



Specialized in:
 Search ads  Mobile ads  Video ads  Display ads

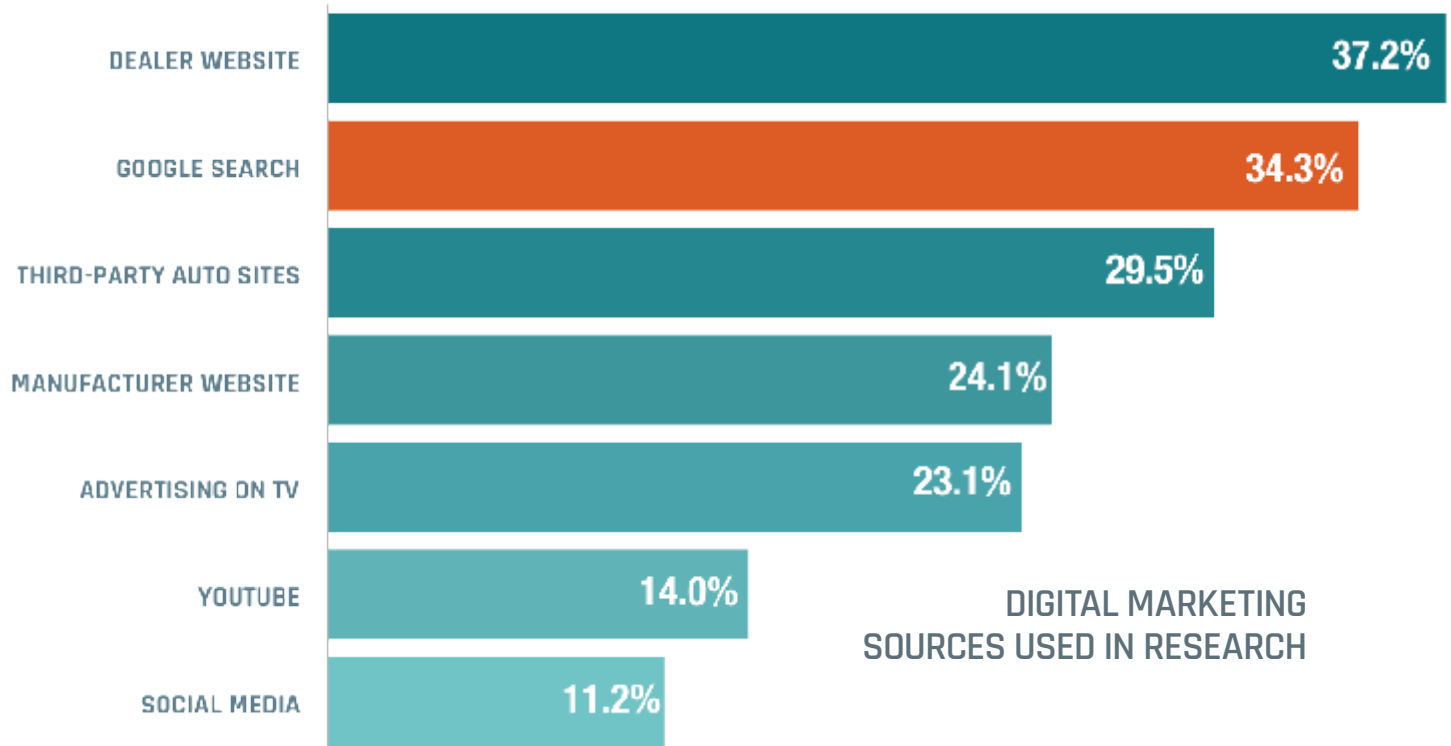
In today's challenging sales market, the need for more effective marketing is greater than ever.

Automotive sales have dropped from **\$17.6 million in 2016 to a projected \$16.6-16.7 million in 2017**. This leaves us with less purchases, higher inventories, deeper incentives and slimmer margins. A flat market means more competition, so dealers must be savvy about how they spend advertising dollars, and invest in tactics that increase conversions to make the most of their marketing budget.



Google Search is a Powerful Marketing Source.

Google Search is still the second most powerful marketing source when consumers are searching for a vehicle.



While paid search is already a channel consisting of highly qualified shoppers, there are also advanced targeting capabilities, which can lead to more effective cost-per-acquisition than other ad channels.

Advanced targeting allows us to know which searchers are the highest-value prospects, and gives us the capability to use different search tactics specifically for these prospects. We broke down two important methods

of advanced targeting that every online marketer should use.

Advanced Audience Solution No. 1.

REMARKETING LISTS FOR SEARCH ADS (RLSA)

Remarketing lists enable us to know which searchers are higher intent prospects.

The concept has been around for a while – especially for display ads – and Google has now expanded this tactic to paid search.

RLSA is one of the most effective tools for working with prospects who are well along in the purchase process. By keeping track of people who have visited your website, RLSA allows you to target consumers who have expressed an interest in you and an intent to purchase. Segmenting the RLSA audience from standard campaigns and deploying bid, keyword and creative strategies is extremely important in today's competitive market where every advertising dollar must be more effective.

Here's how it works:

- 1 When users visit your site, you know they are engaged consumers of high-intent, and have taken an interest in your dealership, your vehicles or services.
- 2 Once users reach your site, they are added to your remarketing list.
- 3 Like 95% of consumers, the user leaves your website without converting – He does not complete a form or call the dealership.
- 4 This engaged consumer searches Google using one of your keywords at a later time.
- 5 RLSA allows you to target those shoppers specifically since they are now on your remarketing list.

Reaching these shoppers can be done through three different tactics:

- 1 Bid higher to increase the chance of reaching searchers on your list.
- 2 Expand your keyword list to include broader keywords. Traditionally, you may not value the broader keywords, but if someone who recently visited your site uses one, then you want to make sure your ad is displayed to them. For example, you may not bid very high for the keyword "Ford" because it is both expensive and broad. But if you know that a user searching with this keyword has previously visited your site, you should be willing to pay more to reach this consumer.
- 3 You can serve different, more targeted and relevant ad messages to this group of prospects.



Advanced Audience Solution No. 2.

SIMILAR AUDIENCES FOR SEARCH ADS

Similar Audience Targeting allows you to reach additional high-quality prospects other than those who have visited your site. Expand your reach to valuable new prospects – users who have shared interests with people in your existing remarketing lists. Here's how it works:

1

A USER IS TRACKED

Consumers are added to your remarketing list as they visit your site.

2

SIMILAR USERS FOUND

Google analyzes the online search behavior of those who were recently added to your RLSA list, and automatically finds potential new customers whose search behaviors in the last 24 hours are similar to those users on your RLSA list. In marketing, this is traditionally referred to as finding "lookalikes."

3

NEW USERS TARGETED

You can now expand your reach and adjust your targeting to this group of people as well as your RLSA list. As with RLSA, you can use higher bidding, different keywords and targeted ad copy.



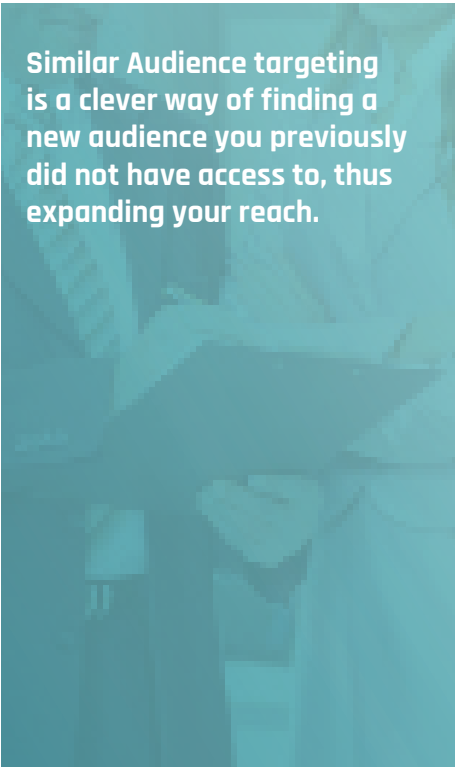
The Similar Audience tactic adds undeniable value to your paid search campaigns.

Why is the Similar Audience Targeting method smarter marketing?

The ability to identify and attract new, in-market prospects who share browsing characteristics and vehicle interests with your existing remarketing audience is powerful – it expands your reach to in-market customers who are far along in the purchase funnel.

1

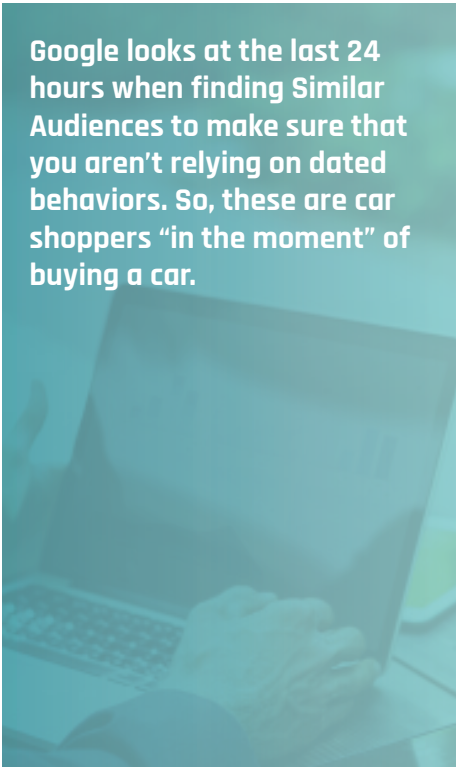
REACH



Similar Audience targeting is a clever way of finding a new audience you previously did not have access to, thus expanding your reach.

2


RELEVANCE



Google looks at the last 24 hours when finding Similar Audiences to make sure that you aren't relying on dated behaviors. So, these are car shoppers "in the moment" of buying a car.

3

PERFORMANCE



Similar Audience targeting performs better than non-audience campaigns.

The results of Advanced Audience Targeting speak for themselves.

A

SUCCESS WITH RLSA:

Over 90 days, we examined the performance of 11 campaigns for a large dealer group in the Southeast. The average conversion rate increased by 38%. This means that for a dealer with a budget of \$10,000 and a \$3.50 cost-per-click, the tactic would lead to almost 80 more leads and a cost-per-lead reduction of \$7.

90-DAY

TRIAL

+38%

AVG. CONVERSION RATE

80

MORE LEADS

\$7

CPL REDUCTION

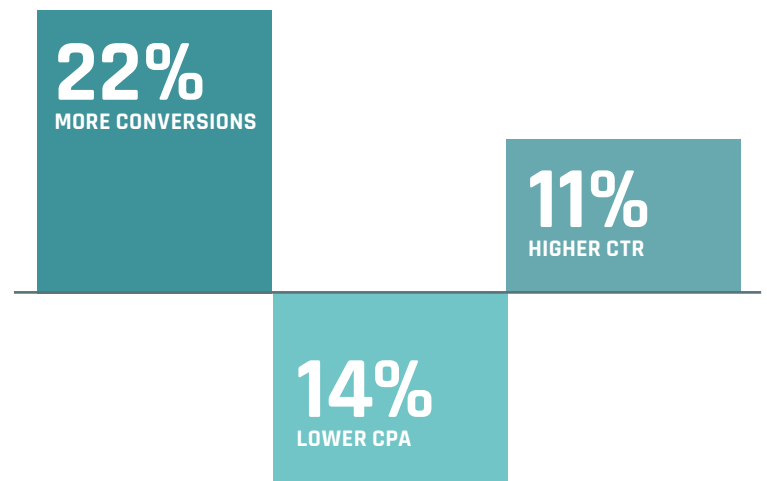
B

SUCCESS WITH SIMILAR AUDIENCES:

Google worked with a major manufacturer whose objectives were to:

- Influence new buyers to consider the brand.
- Increase online conversions from new website visitors.
- Improve efficiency across all search campaigns.

When bids and messages were tailored to specific individuals found using the Similar Audience tactic, it resulted in the following (versus non-targeted campaigns):

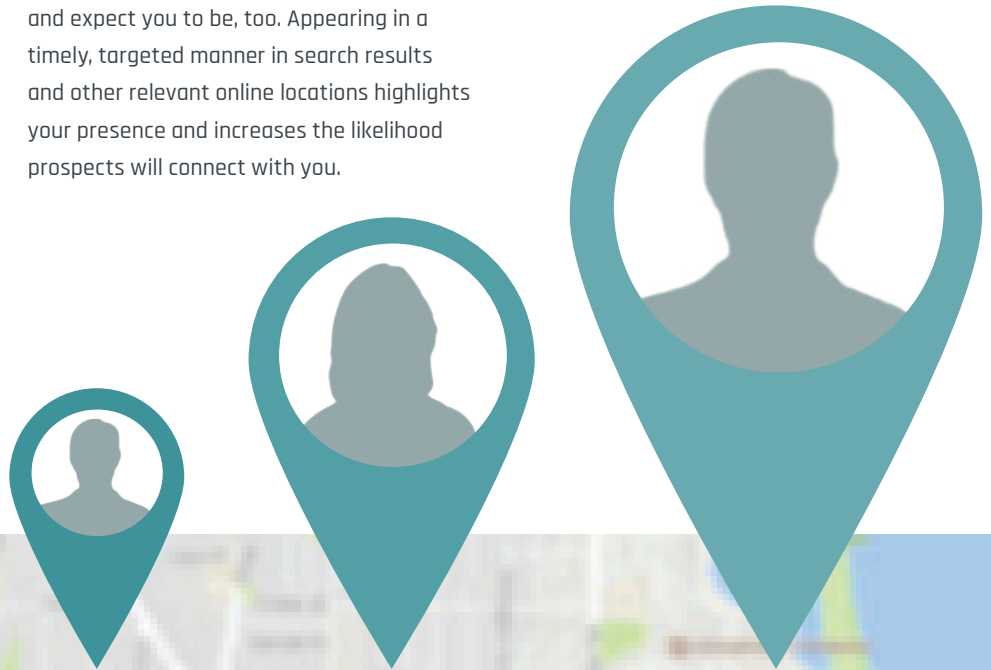


In other words, once the consumers saw this dealership message, nearly a quarter of people followed through by accessing the dealer website and initiating the next level of contact.

L2TMedia can help with Advanced Audience Solutions.

Advanced audience targeting is the best way to stretch your advertising budget while investing in reaching the highest-value prospects. You can be assured when working with L2TMedia that we are developing campaigns that get you maximum access to people most likely to buy. Consumers are doing 75% of their car shopping digitally – they are constantly online

and expect you to be, too. Appearing in a timely, targeted manner in search results and other relevant online locations highlights your presence and increases the likelihood prospects will connect with you.

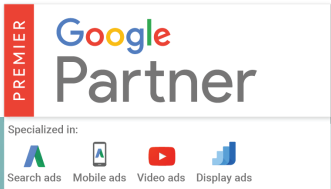


About L2TMedia: Your Digital Marketing Experts.

L2TMedia's value-added digital marketing solutions - paid search, display, video, SEO, reputation management, social media, Facebook advertising - improve performance and profitability for your dealership, based on business goals. Our people and products keep up with ever-changing technology and best practices.

Our innovative and expert team guides you through determining strategy, assigning the proper budget, executing campaigns and tracking results.

Our proprietary **My Access Point** platform allows you to measure the effectiveness of live campaigns with real-time reporting.



YOUR
DIGITAL
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EXPERTS



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