

AUTOMOTIVE

KEY QUESTIONS TO IDENTIFY THE BEST DIGITAL MARKETING PLAN

- Who is your target audience by vehicle type? (men, women, single, married, families, age, interests)
- What marketing are you currently doing? (traditional and digital)
- How do you track success with traditional marketing? How do you track success with digital marketing?
- Are you leveraging any Polk data to identify areas of opportunity?
- What typically leads to a sale? (form fills, calls, visits, test drives, other marketing etc)
- What percentage of vehicle sales are new vs. pre-owned/used?
- Who are your key competitors in the market?

Sources: CMO Survey, BizVibe, Wunderman, AdAge

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads to auto intenders including new or used by specific brands. Find users who have shown a behavior or interest in automotive or specific demo that aligns with your target audience.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about vehicles and automotive services or insert native articles next to relevant automotive content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence competitive locations or events such as auto shows or automobile service shops by targeting devices seen there via GPS location data.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.