



# MOBILE

Target your audience where they spend the most time consuming content: on their smartphones and tablets.

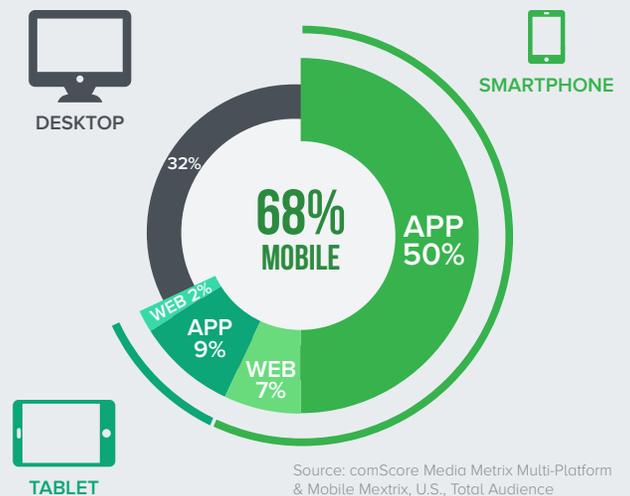


Demand Local allows you to run effective mobile campaigns by utilizing the most precise geo-fencing technology in the industry.

Target mobile devices based on GPS locations or audience data points to reach your exact customer at any point in the purchase funnel.

- Reach an audience on 10,000+ smart phone apps and mobile sites.
- Increase engagement with custom mobile creative.
- Create dynamic messaging that shows the distance to your physical location.
- Measure the efficacy of mobile ad impressions using our proprietary Registered Showroom Visits™ walk-in conversion metric.

## SHARE OF TOTAL DIGITAL TIME SPENT: JULY 2016



## THE DEMAND LOCAL DIFFERENCE



### INDUSTRY EXPERTISE

Auto-specific media planning, optimization and agility; first to market innovation



### INVENTORY

Access to all major media exchanges and data partners



### ACCURACY

Unparalleled accuracy in geo-fencing and device-level attribution



### LOCATION TARGETING

Hyper-local targeting to your specific buildings, neighborhoods, city or regions



### MEASURE SUCCESS

Among first to market with one-to-one showroom visiting attribution



### FULL-SERVICE PARTNERSHIP

Single point solution for all creative, media, data and reporting



# REGISTERED SHOWROOM VISITS™

Demand Local's proprietary Registered Showroom Visits (RSV™) are a unique one-to-one attribution model for your mobile advertising dollars. We match mobile device IDs that were served your ads to the device IDs that enter your dealership, giving you tangible results that take reporting and attribution to the next level.

## MOBILE STRATEGY

### GEO-FENCING

Use mobile GPS coordinates to create a custom local audience with precise geo-fences around locations you select.

### GEO-CONQUESTING

63% of car buyers shop online\* while visiting a dealership. Show auto shoppers your ad while they're on your competitors' lots.

### GEO-RETARGETING

Retarget customers who visited specific locations with specialized messaging designed to bring them back to your dealership.

## THE PATH TO AN RSV

- 1 Designate multiple geo-fences targeting competing dealers.
- 2 A customer visits an established geo-fence and is served your ad.
- 3 In the following days/weeks, they visit your location, triggering an **RSV conversion**, validating your ad efficacy and spending.



## CUSTOM MOBILE CREATIVE

Run engaging and interactive ads with embedded video, maps, and dynamic distance messaging for your dealership.

\*Source: Cars.com and Placed, Inc., "Mobile Device Use At The Dealership: How Smartphone Shopping Is Impacting Automotive Retailing," Jan. 2014.



# SUCCESS STORIES

Case studies of mobile campaigns utilizing our proprietary Registered Showroom Visits (RSV) technology.



**BMW DEALER**  
SOUTHERN CALIFORNIA  
Luxury in-market auto

**STRATEGY**

Demand Local partnered with a single rooftop BMW dealer in Southern California to influence showroom visits from competing luxury auto retailers in their PMA.

Geo-fences were set up around all luxury dealerships in the target DMA.

**SOLUTION**

- Geo-conquered and geo-retargeted 12 competing dealers: BMW, Audi, Lexus, Infiniti, Acura, and Mercedes Benz.
- 320x50 and 300x250 dynamic banners where the 320x50 accounted for 87% of the total RSVs.

**91**  
TOTAL RSVS

**\$41.54**  
PER RSV

**2,950**  
CLICKS

**.87%**  
CTR



**FORD DEALER**  
SOUTHERN CALIFORNIA  
Hispanic in-market auto

**STRATEGY**

The single rooftop Ford dealer drove showroom visits from shoppers with Spanish messaging on mobile sites and apps that indexed highly with Spanish speaking consumers.

Geo-fences were set up around all competing dealerships and device IDs were geo-retargeted.

**SOLUTION**

- 320x50 and 300x250 dynamic banners with both offer specific and general brand messaging.
- The general brand message accounted for 65% of the total RSVs; the 320x50 accounted for 92% of the total RSVs.

**96**  
TOTAL RSVS

**\$54.69**  
PER RSV

**2,097**  
CLICKS

**.54%**  
CTR