

AUTOMOTIVE

QUESTIONS FOR YOUR MEETING

Who is your audience?

How do you track success with digital?

Are you leveraging any Polk data to determine areas of opportunity?

What typically leads to a sale (form fills, calls, visits, test drives/demos, etc.)?

What percent of vehicle sales are made up of new vs. pre-owned inventory?

How many other dealers do you feel you go head-to-head with in your market?

TARGETING TO CONSIDER

Below are some targeting options for the automotive vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.



Audience Targeting



Auto Intenders, In Market: New or Used Cars. Find users who have shown a behavior or interest in automotive.



Contextual Targeting



Automotive and Auto Repair. Reach users who are reading and consuming content about buying a car.



Hyperlocal Targeting



Geo fence competitive locations, advertiser's dealerships and auto repair shops by targeting a user's current GPS location.



Retargeting



Re-engage users who have already shown an interest in the advertiser