



Auto Marketer's Manual

INSIGHTS & ACTIONABLE DEALERSHIP MARKETING STRATEGIES

Real-world behavior. **Real business results.**



About Us

We're an advertising company that leverages **physical world data** to build unique audience and targeting solutions for marketers.

Reach People in Market for a Car

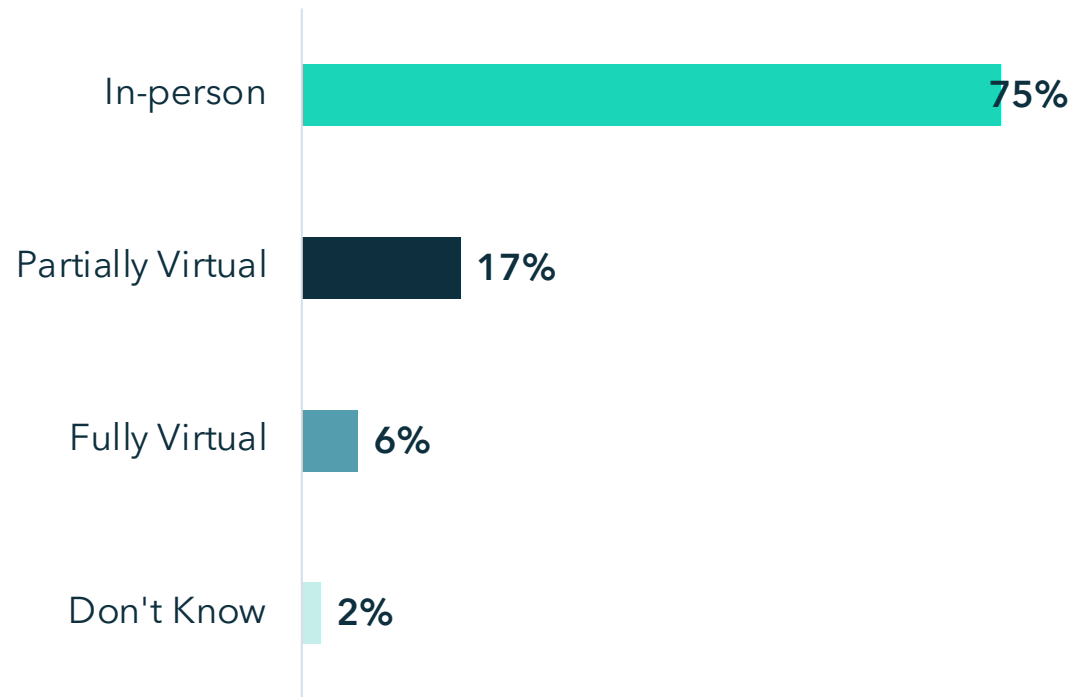
Work with GroundTruth for precise targeting, better performance, and fewer wasted impressions.

Reach audiences based on their real-world behaviors to target across all screens with precision and ultimately drive more visits and sales at your dealerships.



Auto Shopper Preferences & Behaviors

Most preferred way to acquire next vehicle



14%

of U.S. consumers plan to buy a vehicle to avoid public transportation

At A Glance: Audience Insights

Top 5 Car Buying Audiences

Recently Moved

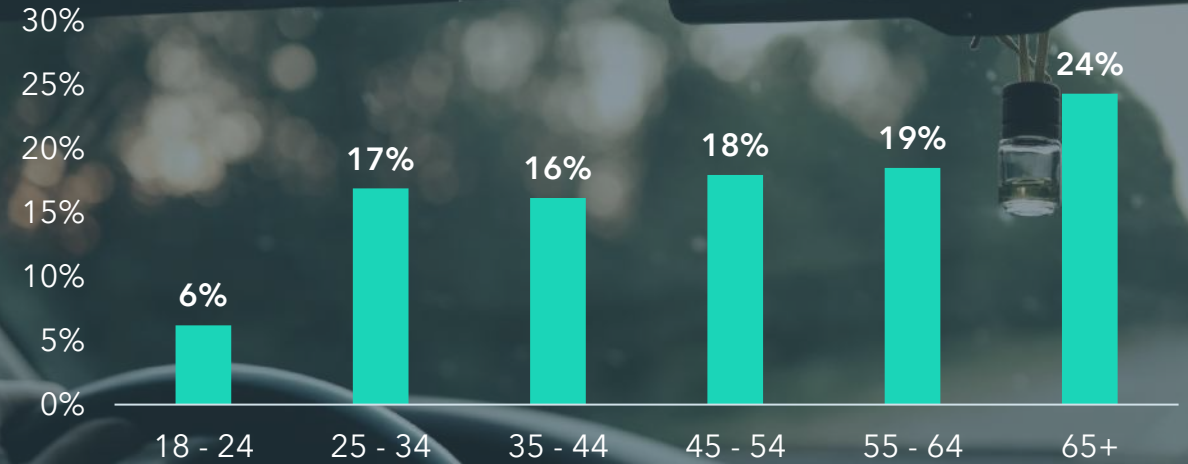
Financial Advisor Visitors

Payday Loan Visitors

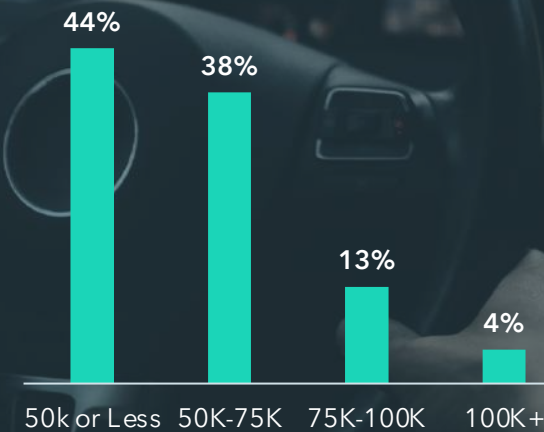
In-Market for Furniture

Frequent Bank Customers

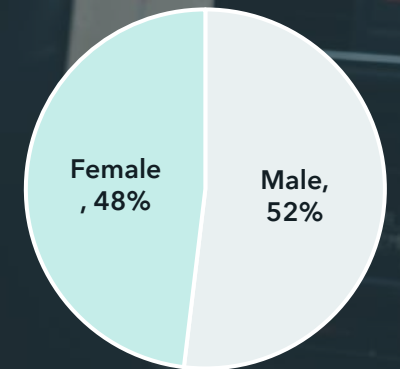
Age Distribution



HHI Distribution



Gender Split



Car Buying Process

Car buyers visit multiple dealership, with visits spread out throughout the week Monday through Saturday.

Top Places Car Buyers Visited in 2022



Before Buying	After Buying
Luxury New Car Dealerships	Sports Clubs
Auto Repair Shops	Airports
Casinos	Department Stores
Car Rental Locations	Amusement Parks
Used Car Dealerships	Tourist Attractions

Car Buying Process

Car buyers can be found at a variety of locations before and after making a purchase.

% of Dealership Foot Traffic by Day of the Week


Sunday	7%
Monday	16%
Tuesday	16%
Wednesday	15%
Thursday	15%
Friday	16%
Saturday	14%

Car buyers visit about 3.4 dealerships on average before making a purchase

Showrooming

- Less time at the dealership means shoppers are spending more time on media devices before and after a visit.
- Car buyers spend an average of 24 min. at dealerships.





GroundTruth's targeting solutions are based on where consumers go in the real world, so you can be confident that your campaigns aren't built from misleading aspirational online behaviors.

- **End "Spray & Pray" Tactics**
- **Reach Auto Intenders**
- **Drive Results that Matter**
- **Measure Store Visit Post Ad Exposure**

Take Audience Targeting to the Next Level

Reach consumers who are In-Market for Automobiles in the right moments.



Behavioral Audiences

Target audiences based on a combination of visitation patterns and demographic data to boost awareness and drive consideration.



Proximity

Connect with audiences in real time by setting a specific radius around your location or points of interest such as auto repair shops to stay top of mind and influence behavior.



Competitive Conquering

Take market share away from your competitors. Target recent visitors to nearby dealerships or by auto brand and serve engaging media to drive them to your location.



Custom Audiences

Build tailored audience segments using visitation data, behavioral attributes, demographic details, purchase information, CRM data, and direct mail lists that we convert into mobile IDs.



Neighborhood Targeting

Use GroundTruth location targeting to identify residential areas frequented by your target audiences. Discover places you hadn't considered before.

Sample List of GroundTruth Audiences

Unique audiences built from real-world behaviors.

Location Audiences

Built from pure brand and category location intent to deterministically define a consumer's interest towards a brand or business.

- Auto Zone
- Audio
- Avis
- Chevrolet
- Chevron
- Chrysler
- Dollar Rent-a-Car
- Jaguar
- Kia
- Nissan
- Toyota
- Volkswagen

Behavioral Audiences

Built from a multiple of location and demographic indicators to define a consumer's personal traits and lifestyle.

- Car Enthusiasts
- Car Owners
- Car Renters
- Commuters
- In-Market Auto Buyers
- In-Market Luxury Auto Buyers
- Luxury Car Enthusiasts
- Recent Auto Repair Visitors

GroundTruth + Polk Audience Segments

A powerful combination pairing real-world behaviors with auto ownership information. Polk Data is updated every 6 weeks and offers a complete, 360 view of entire ownership lifecycle. Leveraging ownership, loyalty and financial analytics to create in-market and future in-market scores, for 125MM+ U.S. households.

Service Segments

Designed to drive consumers into the service bay.

- 377M+ unique VINs
- 72% of franchise dealers & 25% of national service companies
- Services include batteries, breaks, inspections & oil change
- Make/Model detail validated against service records

Financial Segments

Leverage the triggers that signal next vehicle purchase.

- Powered by TransUnion
- Segments based on credit score and credit profile
- Segments based on lease end date and monthly payments

Future In-Market Audiences

Households most likely to be in-market in 12-24 months.

- Fill the purchase funnel with next year's shoppers
- New Luxury
- (17.2M HHs) & New Non-Luxury (12.3M HHs)
- New, Segment, Class, Powertrain/Fuel Type options
- Potential Electric Vehicle Buyers

Trade-In

Households with 2+ vehicles, purchase new or used, vehicle age 2-7 years.

Find the consumers ready to sell their vehicle before the competition.

Omnichannel Approach

Power your integrated, cross-device marketing campaigns with targeted precision while measuring the impact on visits to your locations

1

Leverage GroundTruth's audiences and targeting capabilities to reach specific shoppers on Connected TV to drive brand awareness.



2

Reach audiences in real time on their most trusted device to reinforce offerings from deals to test drives.



3

Extend your reach on desktops and other devices to influence consumers during key list-building moments while at home or work.



4

Blend traditional direct mail with GroundTruth's precision for a strategic twist on a marketing staple.

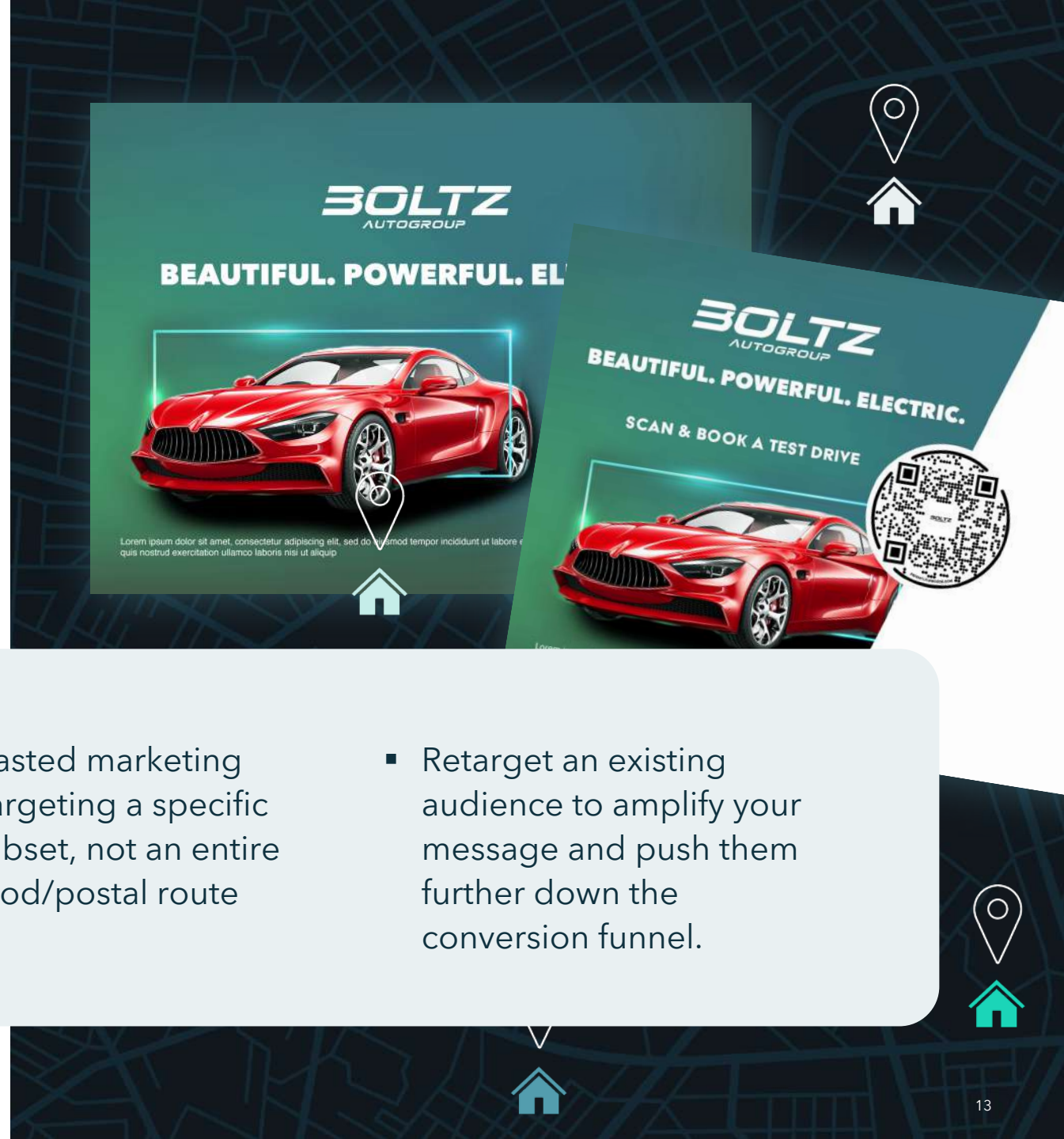


Audience-Based Direct Mail

GroundTruth's Audience-Based Direct Mail targeting solution taps into our location intelligence data to provide a scalable and privacy-safe solution for advertisers to deliver on their real-world activity.

Benefits

- Target precise audiences based on past visitation and interest
- Eliminate wasted marketing dollars by targeting a specific audience subset, not an entire neighborhood/postal route
- Retarget an existing audience to amplify your message and push them further down the conversion funnel.



Traditional Print Channels: Direct Mail & Magazines

While GroundTruth is your one-stop shop for all digital campaigns, we can tap into the power of Addy to also support more traditional marketing channels such as print.

Magazine Advertising Powered by Addy

- Local or regional magazines
- Local ads in national magazines

GT QR Codes can be added to any medium to help track engagement on channels that have historically been difficult to measure



Strategies for Success

Outsmart the competition with a sophisticated omnichannel strategy that stops ad wastage and sets a laser focus on getting the right car buyers to your showroom floor.

Challenge	Solution	Tactical Approach
Awareness	Complement your linear investment with digital advertising that targets in-market car shoppers, brand loyalists, and competitors in a region you'd like to target.	Create an omni-channel strategy that builds a relationship with the buyer throughout their path to purchase. <ul style="list-style-type: none">■ Connected TV : Best for building awareness and branding to build emotional appeal and feeling■ Desktop: Reinforces branding, begin online conversions, and drive foot traffic.■ Mobile: Engage customers with messaging to drive them to your dealership.■ Direct Mail: Focus your reach on the most relevant audiences to stay top-of-mind.
Audience	Identify car shoppers regionally, locally and efficiently target them with applicable creative, including any co op and special offers for the region.	Tap into GroundTruth's unique audiences to reach people based on past behaviors, real-time visitation, or the environment around them with accurate weather targeting. You can layer on your own 1st party data or include 3rd party data to further refine your targeting criteria to reach specific audiences all through one partner, GroundTruth.
Attribution	Drive measurable ROI for and optimize for best performance and other KPIs such as brand awareness for select makes and models, website conversions, and dealership "rooftop" visits.	Measure the impact of your media campaign on your bottom line. GroundTruth not only provide unique audiences and access to easily launch cross-channel campaign, we also measure how many impressions, clicks, and ultimately visits that occur at your locations with our advance tech. Understand the tangible effect that your media has on visits and sales.



Toyota Drives Customers to Dealerships with Cost Per Visit Model

Objective:

Drive high-intent customers to specific dealerships in the Delaware, Pennsylvania and New Jersey area.

Strategy:

Cost Per Visit Model: Optimize tactics to drive dealership visits, only paying per verified visit.

Neighborhood + Location Audience Targeting: Connect with potential buyers based on visitation patterns over past 90 days.

Lookalike Audiences: Reach most relevant, in-market intenders for Toyota.

Results

The top-performing Behavioral Audiences were:
In-Market for Auto, Park Lovers, and Car Renters.

"[The] results showed interesting correlations between store performance and audience visitation... We feel that this effort helped to drive specific, targeted shoppers to our dealer locations."

Ryan Richmond

Sr. Media Planner, Saatchi & Saatchi



1,200

Visits were driven to
the specific target
dealerships

192K

Impressions served to
potential auto buyer
audiences.



How a Three-Month CTV and Mobile Automotive Campaign Drove over 4,000 Customers to the Showroom Floor

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With **960 visits** within the first 12 days of the campaign, it was clear that the team was onto something. Results from the second month solidified that hunch when **1,960 visits** with a 20% close rate delivered over \$1.5M in profit.

The dealership also saw a **52% increase in visits** when running mobile + CTV ads vs. just mobile ads.

After 3 months, the dealership logged **4,400 visits** attributed to their GroundTruth campaign. This winning blend of targeting and media solutions have become a permanent part of its promotional efforts.



4,400

Visits driven by GroundTruth media over 3 months



52%

Increase in visits when running Mobile + CTV ads



\$1.5M

Profit earned during a single month of the campaign



Let's Drive Results Together

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