

THE ART OF RETARGETING

An in-depth look into how your customers think



Volume sales and marketing methods no longer work. Traditional marketing and sales approaches deliver broad messages that aren't targeted to the needs of the individual buyer. These volume-based strategies are failing miserably in today's buyer-centric economy.

THREE CONSUMER FACTS:

1

Today's most successful companies are making a fundamental change. They're moving to targeted engagement models that focus with precision on the right targets.

2

Three-quarters of buyers prefer to do product research online and 53% prefer not to interact with a salesperson at all.

3

Traditional marketing and sales approaches deliver broad messages that aren't targeted to the needs of the individual buyer.

PRINCIPLES OF CUSTOMIZED ADS



Stick to what they want

Show your site visitors the vehicles they have already shown an interest in



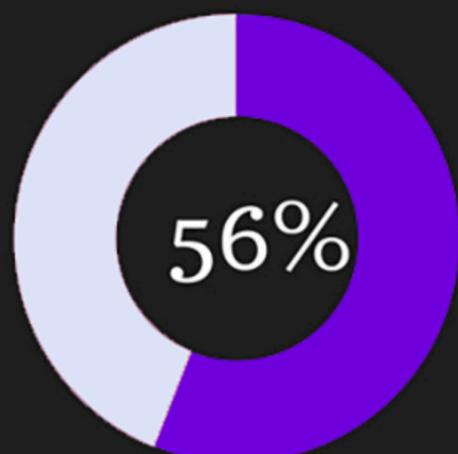
Balance with Recommendations

Include inventory that is similar to what they have been searching for-expand their exposure to your lot



Appropriate Technology

Make sure your ads show as well on mobile as they do on a desktop site-mobile searching is on the rise, don't miss out.



Did you know?
Only 56% of your ads are seen by your target customers.