



SUPERCHARGE YOUR MARKETING & REDUCE WASTEFUL AD SPEND

INTRODUCTION

The accelerated pace of digital disruption, growing margin pressure, and changing consumer behavior all pose challenges to effective marketing for vehicle sellers. A laser-like focus on testing, analytics and operational efficiency are becoming increasingly critical to success. However, new opportunities abound for those who are willing to embrace change and new business models. Nowhere is this more evident than in the sales and marketing arena, where a focus on lower-funnel strategies can exponentially increase effectiveness and ROI.

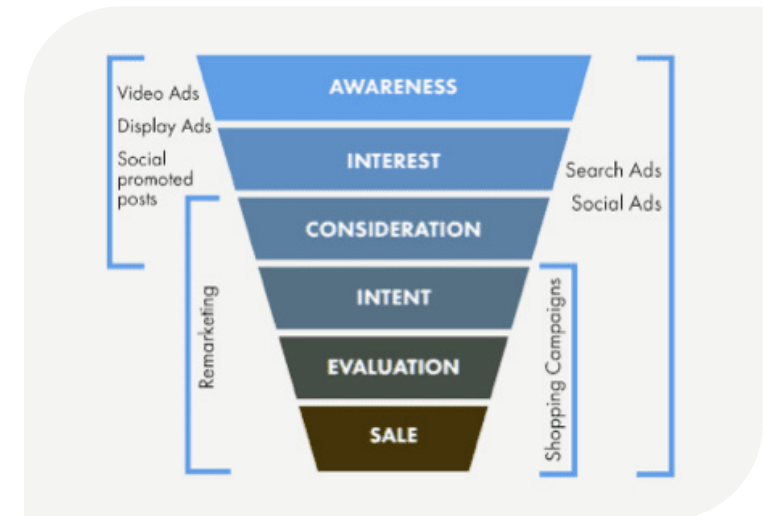


Enter one of the single most effective and efficient marketing strategies: retargeting. Retargeting, or remarketing, is not traffic generation, promotion, or awareness-building. That's because the goal of advertising or conquest spend at the top of the sales and marketing funnel is to increase awareness of your brand and product, generating new traffic to your dealership's website or showroom. In contrast, retargeting is designed to convert more of your existing online traffic, moving prospects further down the funnel to ensure they become leads and ultimately, buyers. Remarketing increases return traffic to your VDPs and further enhances the engagement of shoppers who have already visited your site.

Impel works with many dealers to implement digital merchandising, which includes customized remarketing solutions that help drive greater and higher-quality return traffic. Following are best practices we have developed along the way that can help your dealership optimize retargeting implementation and effectiveness.

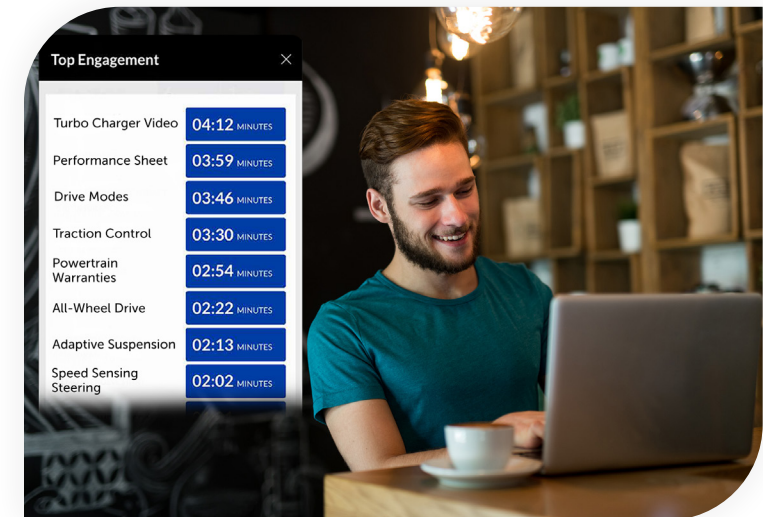
Think about remarketing accurately.

Retargeting's highly targeted capability means that not only is it significantly different than awareness or conquest advertising, it's also generally more effective and less wasteful since its primary objective is conversion of shoppers that have already visited your website. Therefore, it should not be classified as an advertising expense. Rather, dealers should operationally separate retargeting from general advertising budgets and distinguish it as a lower-funnel investment, with significantly higher ROI potential.



All visitors are not created equal. Use the right data to distinguish them effectively.

Many visitors to your website are casual browsers and may not have a current, active interest in buying a car. Others are in various early stages of the shopper journey and may be researching while visiting multiple sites. In fact, only 2% of all dealership website traffic ever turns into an actual lead submission. Rather than using a shotgun approach and advertising to visitors who may not be interested in buying a car or visiting your dealership, the right retargeting solution can help target users who have expressed real interest and are actively considering a purchase. More sophisticated remarketing platforms enable you to use first party behavioral data and engagement metrics to differentiate casual visitors from high intent, in-market shoppers.



Segment your audiences.

Since all visitors are not created equal, effective segmentation is critical to the success of any digital marketing effort - and this is no less true with retargeting. Consider segmenting your website traffic, starting with foundational classifications such as behavior (time spent on site and type of pages visited, promotional elements they interact with), recency (length of time since last visit and frequency of visits), and new visitors vs. existing customers. Each of these audiences will respond differently to specific retargeting content according to their interests and preferences. By further segmenting with additional overlays such as purchase history, email or social media engagement, you can develop even more nuanced creative campaigns and content.



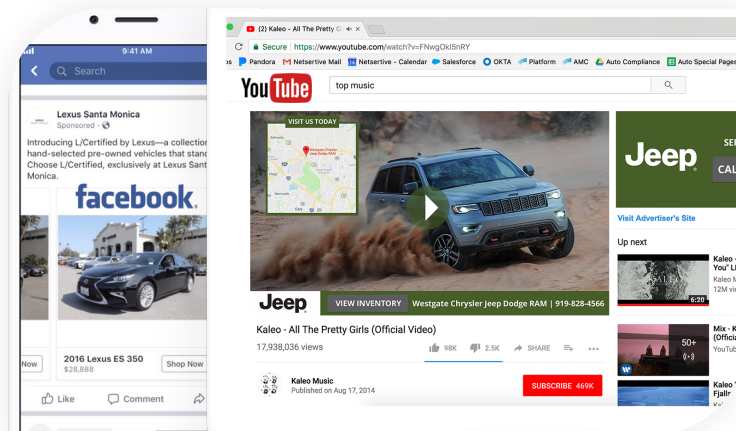
Pay for what works.

“Performance marketing” refers to online marketing programs and tools in which advertisers pay only when a specific action is completed, such as a sale, lead or click. One of the strengths of retargeting is that results can be accurately tracked, thus enabling a performance-driven or “pay-per-click” model. More robust retargeting products provide you with the ability to pay for performance based on specific, measurable results, which dramatically improves ROI. An example of this would be paying only for incremental VDP views that are sourced directly from a retargeting campaign’s ad units.



Reach consumers where they are.

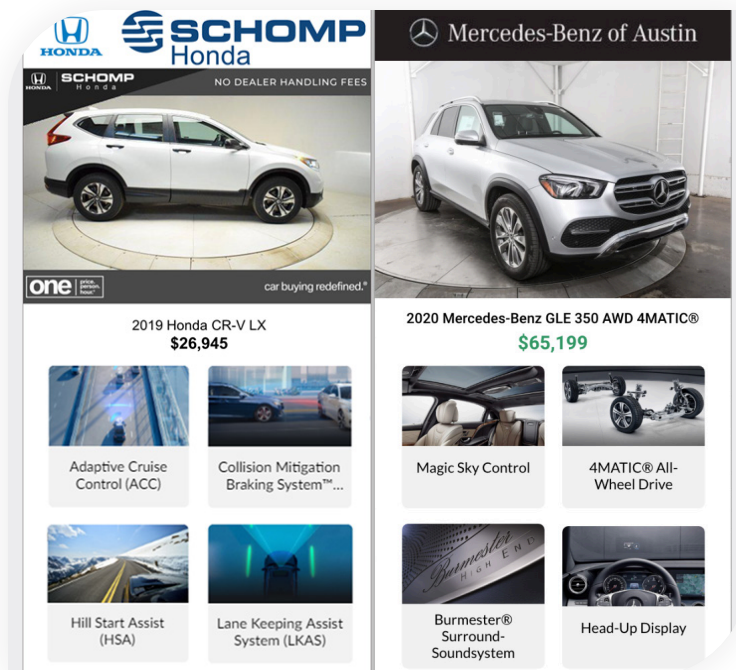
A critical piece of the retargeting puzzle is the ability to reach consumers across a wide variety of websites and social media platforms. When evaluating retargeting solutions, pay attention to the number, types, popularity, quality and reach of the websites and social channels the platform has access to. In addition to inventory quality and reach, the choice of formats can give you a competitive advantage and increase response rates and ROI. Formats like pre-roll video, native advertising, and rich media have proven to be most effective at generating re-engagement through remarketing ads.



Personalize your content.

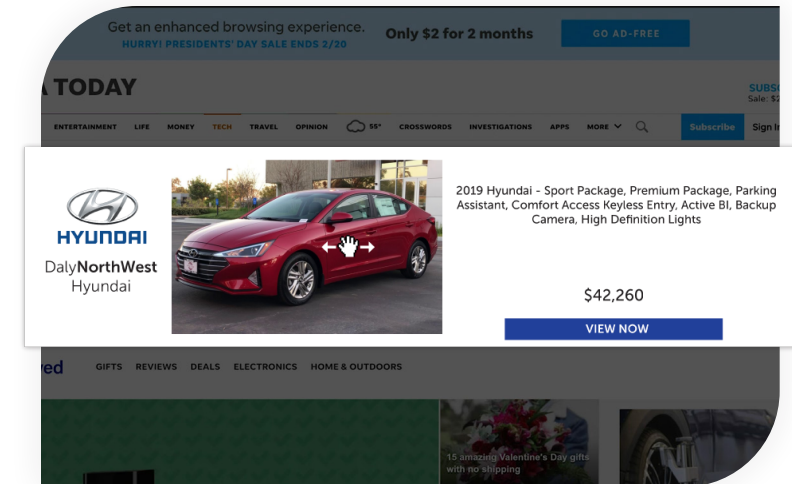
Simply put, personalization drives greater shopper engagement. That's because consumers have grown accustomed to personalized experiences in news feeds, social networks, and shopping apps, where content is tailored to their unique needs and behavioral history. For example, Amazon personalizes its home page for each user based on previous searches, views and purchases. While retargeting in general drives greater engagement, leveraging customized content tailored to each specific shopper can exponentially improve remarketing results.

Choose retargeting platforms that can deliver personalized content tailored for each shopper based on their demonstrated preferences. The better retargeting solutions have the capability to automatically deliver vehicle and feature-specific content based on a prospective buyer's on-site behavior. Consumers who have shown interest and have demonstrated high purchase intent are much more likely to engage with retargeting ads, especially when they are hyper-personalized.



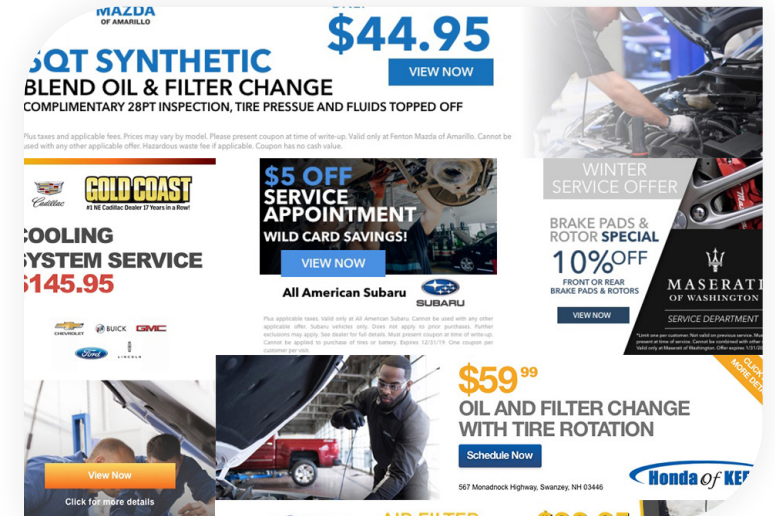
Make your ads interactive.

You're taking advantage of a pay-per-click model and delivering personalized content in your ads. Now what? What if prospective buyers who receive your ads could not only click on them, but actually interact within the ad? Consider emerging technology solutions that can drive greater engagement by allowing shoppers to explore inventory and images from within the ad itself. For example, retargeting ad recipients can experience a virtual walkaround of the vehicle and see specific, highlighted features within the ad unit. This kind of immersion enhances a personalized ad to create a significant competitive advantage, driving even more high-interest traffic back to your website.



Don't forget Fixed Ops.

Remarketing to your existing customer database to drive greater appointments is a reliable way to increase revenue and margin. Utilize vehicle purchase history, F&I purchase data and demonstrated website behavior to accurately retarget customers with timely service, upgrade, trade-in or sales offers.



Leverage Google Analytics.

GA is likely one of your dealership's most critical measurement sources. Use event triggers in Google Analytics to track engagement-level metrics which will help you better assess the value of all your digital marketing efforts, including retargeting. Utilize behavioral data, engagement patterns and conversion paths to better understand channel, campaign, website and VDP performance. This valuable data can also provide accurate, real-time assessments of multiple promotional tactics such as pricing offers, videos, interstitials (pop-ups), digital display campaigns, calls-to-action (CTAs), and others. Best of all, you can set up automated alerts or notifications which allow you to receive notifications when metric performance changes.



Lower-funnel conversion strategies can boost your marketing effectiveness and improve overall business results. In particular, retargeting can give you a significant business advantage, increasing conversion by bringing shoppers back to your website. A data-driven, personalized and interactive approach to retargeting can transform your digital marketing and conversion, setting your dealership apart from the competition.

