

Automotive clients maximize reach and drive performance through Audience Extension & DoubleClick Bid Manager



WHY AUDIENCE EXTENSION?

Audience Extension is the only offering that reaches the millions of shoppers who visit Autotrader and Kelley Blue Book every day—while they're actually engaged in the shopping process.

Continue the conversation with highly qualified, premium in-market shoppers wherever they go in order to:

- **Increase Consideration** at various stages in the automotive buying process on a regional level
- **Drive Engagement** by focusing creative messaging on incentives or sales events
- **Make Room** for the newest model year or drive conversions of key buying activities
- **Maintain Strategy** by focusing on retaining consumers already looking at your brand, or conquest against your most competitive models



WHY AUDIENCE EXTENSION & DBM?

DoubleClick Bid Manager gives you access to top-tier inventory across screens and formats, and the real-time insights you need to make your buys count.

Together, DoubleClick Bid Manager & Audience Extension provides advertisers with the tools they need to:

- **Maximize Reach.** DBM provides access to 96% of active online users in the US
- **Drive Performance:** Powerful data and intent signals enable the most precise targeting – which translates into results for advertisers.
- **Manage Creative Options:** Creative tools empower advertisers to seamlessly deliver video, mobile, as well as standard display creatives.

Regional auto dealers leveraged video to drive qualified website traffic 0%

Advertisers incorporate the following best practices to help improve performance:

- For maximum flexibility, leverage VAST and VPAID creative
- To help drive completion rates, focus on 15-second spots
- Optimize in real time against conversion pixels throughout the campaign



Access to high-quality video inventory across YouTube and other premium networks

78%
Average Rate of Completion for :15 videos*

Ability to focus on viewability goals or large/HD player sizes