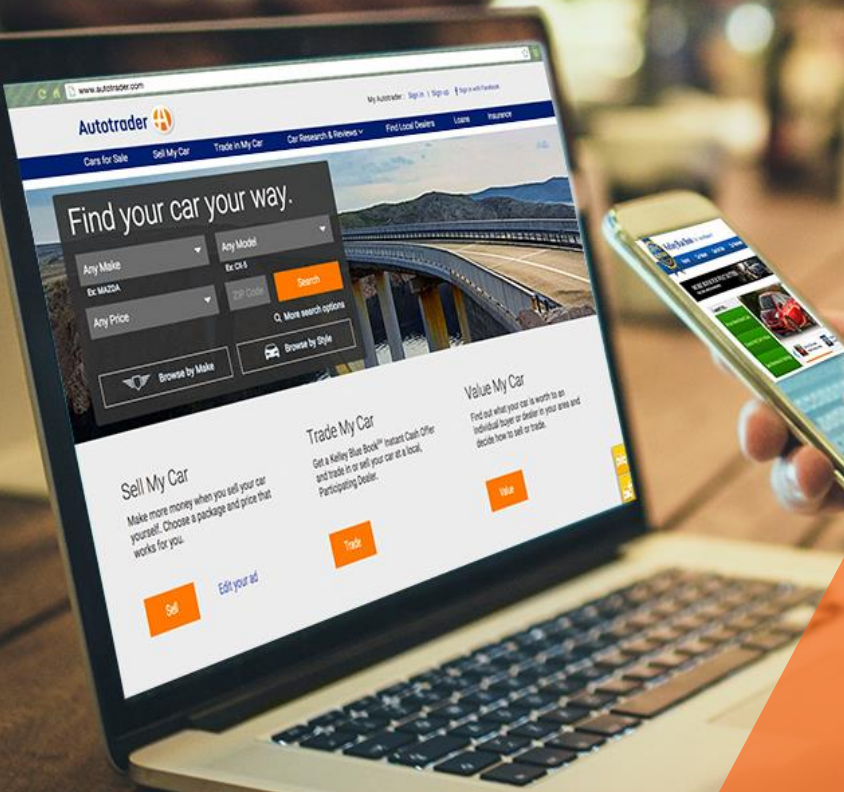




AUDIENCE EXTENSION



Kelley Blue Book
KBB.COM
The Trusted Resource

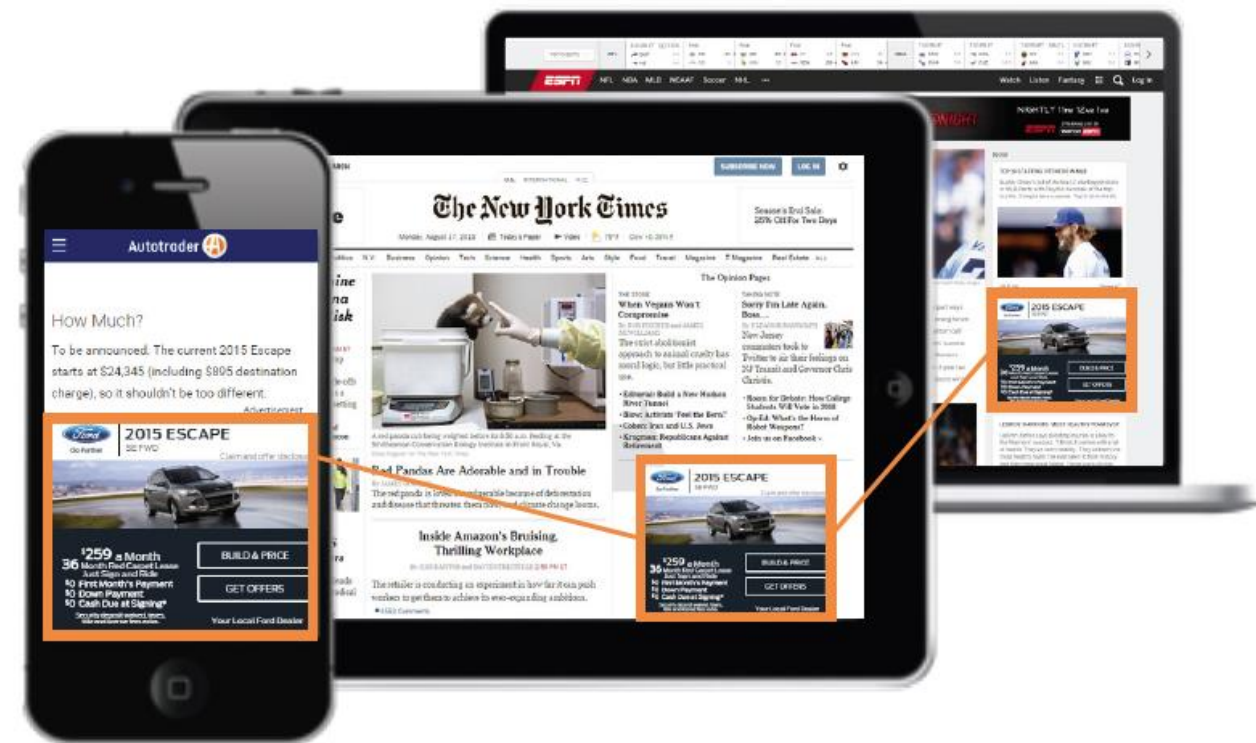
AUDIENCE EXTENSION



Utilize exclusive Autotrader and KBB.com shopping activity data to reach in-market shoppers wherever they go online.

Opportunity Highlights:

- Retargeting extends your brand message across multiple devices
- White-glove purchasing structure ensures a relevant, high-quality, and timely auto shopping audience on high-profile, in-network sites
- A variety of creative executions offers flexibility to meet any creative or technical need



MOBILE | SOCIAL | VIDEO | CROSS-DEVICE

Shoppers need to see your message at least **7x** before they take action and buy from you.*

* Marketing Rule of Seven

AUDIENCE EXTENSION - VIDEO OPPORTUNITY



A shopper's digital life is full of distractions. Grab and keep their attention with an engaging video at just the right time.

The average user is exposed to about **32 videos in a month**.*
80% of users recall a video ad they viewed in the past 30 days.**

In-Banner Video —HTML5

Rich media banners that automatically play a video when the impression is served

In-Stream Video—VAST

Leverage sight, sound, and motion to captivate your audiences online. Ad formats can be delivered before, after, or in-between online video content anywhere video players are applicable

In-Stream Video—VPAID

Dynamic, in-stream video ads that can include interactive components such as overlays, social media links, etc.

