

# AUTOPROS 2024 DETROIT MEDIA KIT



# Our marketing capabilities come from your needs, and are custom to your stores to separate you from competitors.

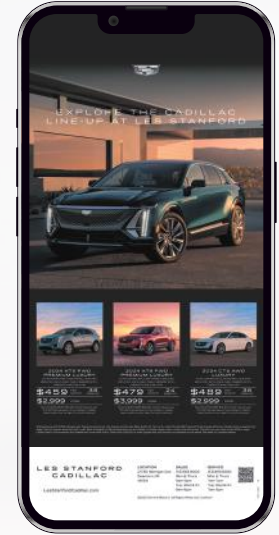


AutoPros Guide™ is a comprehensive marketing company specializing in providing solutions through a variety of products.

AutoPros Guide™ oversized circular is mailed monthly, targeting 700K homes in the Detroit metro area. Choose from 7 zones of 100K homes. AutoPros Guide™ is printed in full color on glossy paper, giving you the ability to showcase new, pre-owned vehicles, and service offers. We have been recognized and trusted for over 40 years in metro Detroit.

In addition, we offer a full comprehensive suite of digital products to fit your unique business needs!

With its 40 years in business, you can count on AutoPros Guide™ to provide the best in marketing solutions.



## Extreme Exposure



AutoPros Guide™ oversized circular is mailed monthly to 700,000 homes in metro Detroit. Shoppers who receive it are more likely to consider your dealership when purchasing a vehicle. Not only does it boost brand awareness, it also builds consumer confidence and reinforces your message.

## Own Your Market

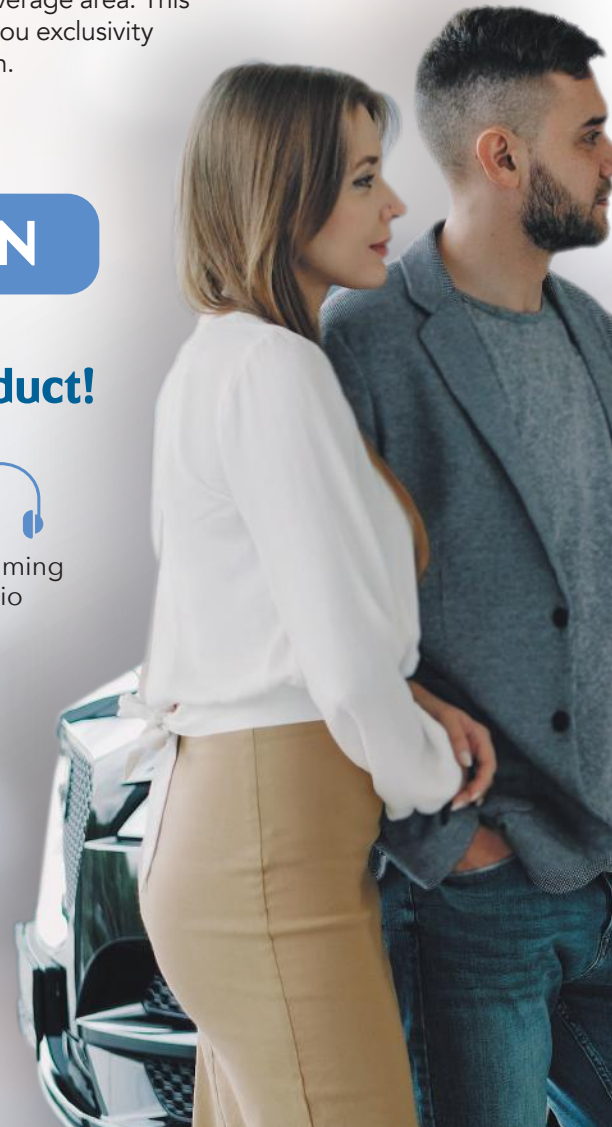


AutoPros Guide™ brand exclusivity means that your dealership will be the only dealership representing your brand, in the zones you select, within our coverage area. This gives you exclusivity over your competition.



## We match your digital needs to the right product!

- Programmatic Display
- Native Advertising
- Pre-Roll Video
- Streaming TV
- YouTube
- Geo Fencing
- Microproximity
- Steaming Audio
- Email Marketing
- In-Market Email
- Facebook & Instagram
- Managed Ad Operations
- Search Engine Marketing
- Local SEO
- Organic SEO
- Web Development
- Chat Widget
- Accessibility Widget



# Not all customers buy the same way. Shorten the buyer's journey for car shoppers!

Make sure your strategy is set up for success by doing just a few things most dealers neglect or take for granted:

Full funnel strategies - just because there are multiple touchpoints in the search space doesn't mean you should put all your eggs in one basket.

Omni channel or cross device campaigns including attribution models that account for all the ways people shop.

Shorten potential buyers path to purchase with strategies that engage, motivate and capture customers.

46%

Of car shoppers said they use multiple devices when looking for a vehicle. Mobile devices were rated the best experience for surveyed shoppers.\*

50+%

Still feel that walking into a dealership as their initial form of contact is the best way to buy a car.\*

59%

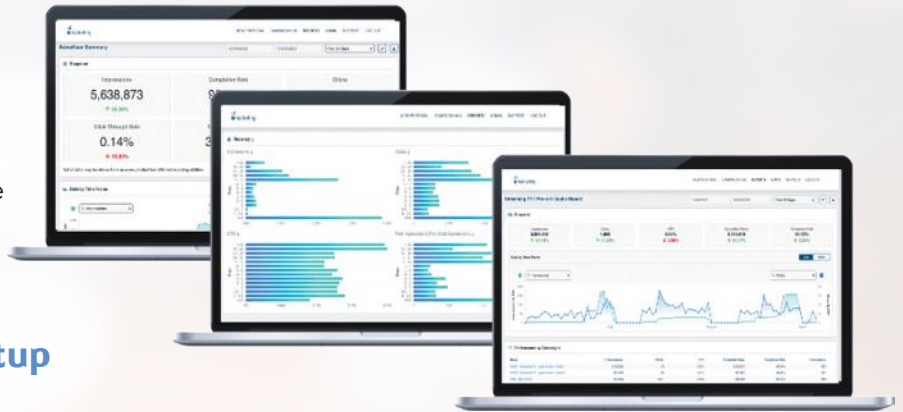
Of a vehicle shoppers' time is spent online researching: make/models, pricing, electric vs non, new vs used, reading reviews and choosing how and when they purchase.\*

70%

Of shoppers surveyed said they used YouTube to watch test drive videos, walkthroughs and features. Google says these searches have doubled in the past year.\*

## Our capabilities and strategies match your goals.

The solutions we deliver are defined by your needs. To ensure success, we require an in-depth understanding of your goals, and continue regular dialogue with you as the campaign progresses.



## Presale Needs Analysis & Setup

- Define goals and priorities
- Set benchmarks
- Determine product mix and allocations
- Set up attribution needs and get 1st party data
- Identify COOP needs
- Set up regular meetings to report successes and assess needs.

## Campaign Optimization

This is where the magic happens. Our Campaign Managers are invested in your success. Some of what comes from this are:

- Insights and suggestions
- In-month adjustments to each tactic
- Meetings with Campaign Management team to ensure all campaigns are working together
- Product and allocation shifts if needed
- Monitor and update campaigns for Benchmarks & Key Performance Indicators (KPIs)



## Tracking and Reporting

2-way communication and clear reporting help build a campaign's success. Reporting includes:

- Real time dashboard allows you to access campaign data across all platforms 24/7 (no login or password)
- Clear conversion reporting and tracking
- Custom reporting
- Foot traffic attribution and match to sales
- VDP analysis and match to sales
- Phone call analysis and audits
- Benchmark and KPI analysis

## COOP

We can work with most dealers on their Digital COOP. This will vary by manufacturer, the amount of COOP funds a store has, and more. COOP providers can be known for not providing the same level of customer service that we can, so save yourself the headache and allow us to facilitate.

## Matchbacks to Sales

These can change depending on the platform. Here is an easy guide to help ensure we're able to match back to attribution.

- VIN matchback - List of sold VIN numbers for the month. This will allow our team to match directly to traffic from our campaign.
- Phone call leads to sales - we need names and phone number of buyers for us to match to names and numbers associated with our search campaigns.
- Foot traffic matchback - we need the physical address from all sales to allow us to matchback to devices we track directly into your store.
- This could all be supplied in one document each month.



**CALL US TODAY FOR A CUSTOMIZED MARKETING CAMPAIGN**

**AUTOPROS** GUIDE

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