



# Engaged Prospect Slideshow Ads

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# Finding Engaged Prospects on your VDPs

Your buyers' browsing and click patterns give us information regarding their intent. Think of it as **digital body language**.

We analyze hundreds of the behavioral indicators of customers such as clicks patterns, searches, VDP (Vehicle Detail Page) interest, and condense them down into one easy to understand metric – **Engaged Prospect**.

Our studies have proven these behavioral indicators to be the **highest correlated statistic to sales**. We use Engaged Prospect data to retarget interested buyers with product-specific Slideshow Ads.



# Engaged Prospect Slideshow Ads

Engaged Prospect Slideshow Ads are video-like ads that use motion to retarget your Engaged Prospects on Facebook newsfeeds across devices.

sMedia keeps your dealership top-of-mind by showing ads with an exact units toward which your Engaged Prospects had the highest purchasing intent.

## Captivating format

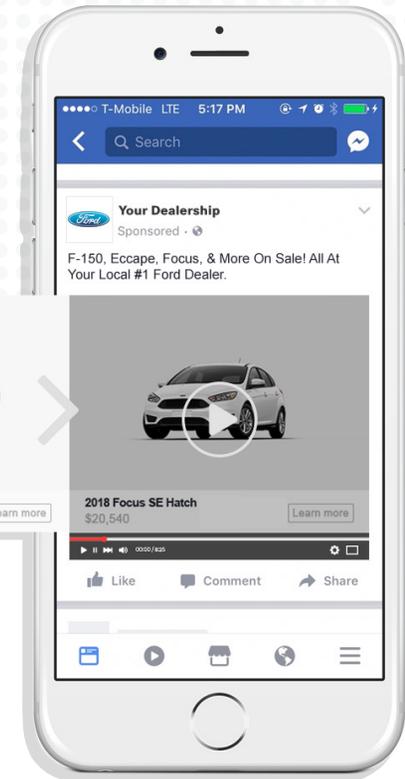
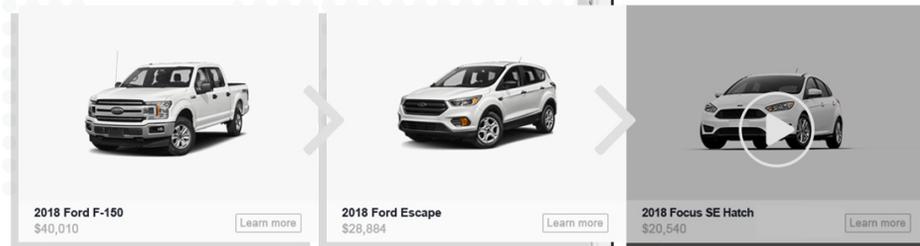
Slideshows play and capture attention like videos

## Easy to create

Slideshow ads are quick and affordable to create

## Works everywhere

Slideshows load quickly so they play beautifully on any connection speed



# Who we are: sMedia recap

sMedia is North America's leading digital marketing agency for automotive dealerships.

As a Google SMB Premier Partner, we maximize ROI on online advertising strategy by driving engaged buyers to your VDPs and converting them into high-quality leads.

Over 240 dealerships across North America partner with sMedia to build traffic, maximize engagement, and drive leads and sales.

From a 3 person team at a single desk in 2011, to a leading digital marketing agency with over 60 team members across the world - sMedia is recognized by [www.canadianbusiness.com](http://www.canadianbusiness.com) as the 53rd Fastest Growing Company in Canada in 2018.

sMedia has been chosen as a top Google Certified Agency in North America in 2014 and 2015.



Some clients we've worked with:

