



Engaged Prospect Lookalike

Engaged Prospect Lookalike - target prospects exactly like your potential buyers



GREG

He's a **30-year old** male living in Regina, making roughly **50k a year**. Occasionally, you can spot him camping and exploring outdoors.



Greg decides to buy a new car.



Greg anticipates the feeling of driving a new Jeep.

On a mission to research his future vehicle, Greg lands on your VDP. He thoroughly reads the description, checks out pictures from all possible angles and contemplates whether to fill in the form on your vehicle.

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A week later Greg walks into a dealership for his first test-drive.

He never called, chatted or filled in a form like 75% of your average car shoppers, according to the Google survey of dealerships across North America.

Knowing what drives the other 75% of sales that are coming from walk-ins, you can attribute these sales to the advertising that works.



75%

What if you could find more prospects exactly like Greg and bring them to your VDPs?

Greg's browsing and click patterns give us information regarding his intent. Think of it as **digital body language**.

We analyze hundreds of the behavioral indicators of customers, such as clicks patterns, searches, VDP 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**.



Gain **competitive advantage**

To maximize ROI (return on investment) of the ad spend, we want to target potential **Engaged Prospects** like Greg.

Targeting on Google Adwords is a common tactic for dealerships who are willing to fight for costly high-ranking keywords and often disengaged traffic.

Meanwhile, social media channels like **Facebook** and **Instagram** remain overlooked.

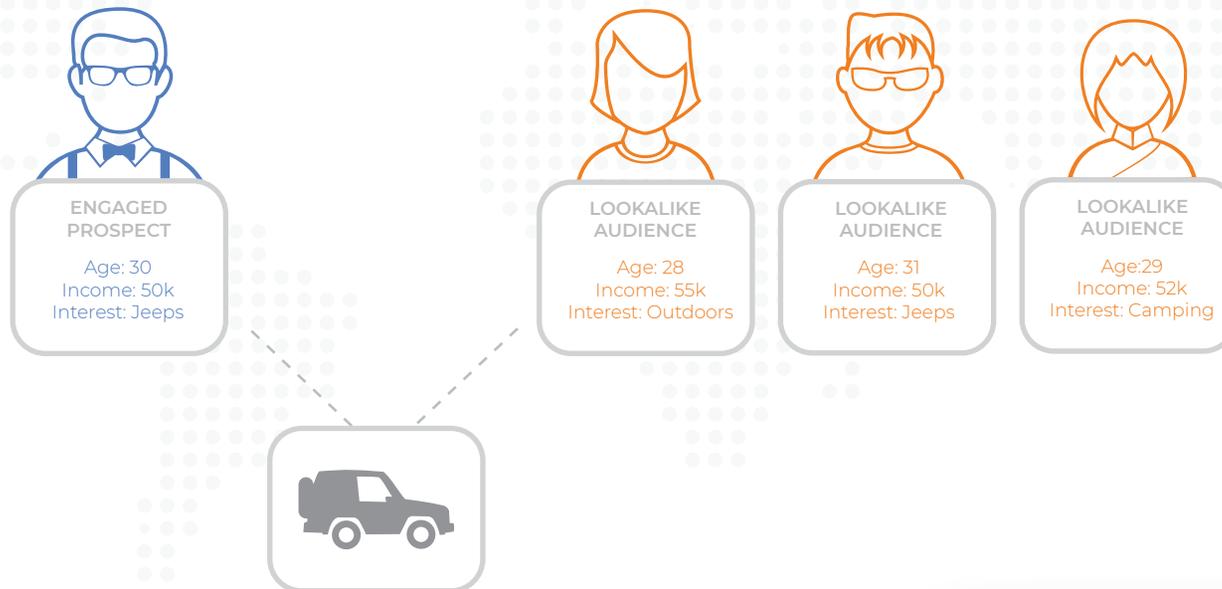
To give competitive advantage to a dealership, we leverage the power of social networks by creating a **Lookalike Audience**.



Engaged Prospect Lookalike

A **Lookalike Audience** is a way to drive new prospects of socio-economic status and online behaviours similar to your current engaged VDP shoppers.

In other words, we'll find people who may be interested in the same Jeep as Greg and drive them to your VDPs.

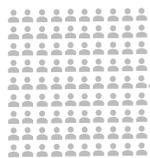


How Engaged Prospect Lookalike works

Here's how we make it happen:

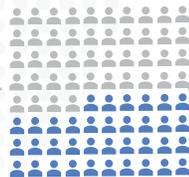
01

We track customer behaviour on your VDPs



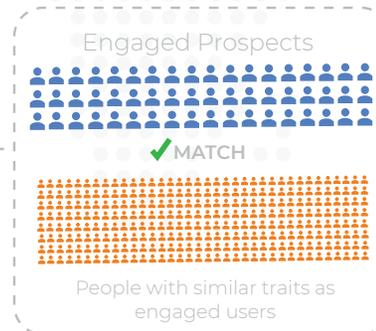
02

We identify Engaged Prospects among your VDP traffic



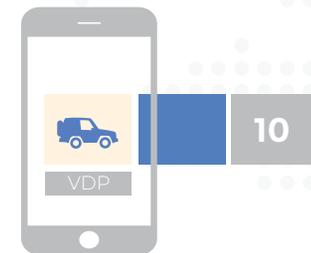
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We pass this data to Facebook and formulate a Lookalike Audience that has similar traits to your Engaged Prospects



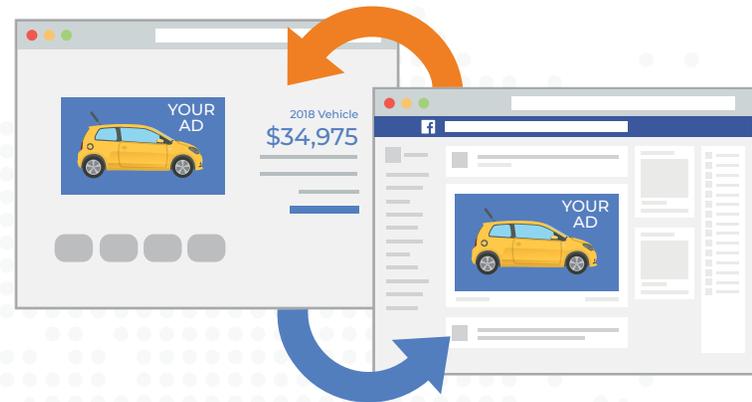
04

We target their Facebook and Instagram newsfeeds with a tailored carousel ad showcasing up to 10 vehicles linking directly to the VDP



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Engaged Prospect Lookalike targets prospects predicted to convert with a relevant vehicle that makes it hard to scroll away, at a place where they are most likely to see an ad.



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 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:

