



Engaged Prospect Direct Mail Retargeting

Driving buyers to your dealership

Engaged Prospect Direct Mail Retargeting helps dealers increase the number of walk-ins by promoting relevant vehicles to Engaged Prospects via direct mail



Anonymous traffic

Dealerships aren't able to get enough information on buyers who visit their website unless they fill in the form on the website or call.

Those who do make up only 26% of all traffic, according to **Google** survey across dealerships in North America.

How can dealers follow up with interested buyers who didn't volunteer any personal information?

In-Market Shopper Behavior prior to Visiting a Dealership

Stats from **Google**

The Problem:

74%
did not complete
a lead form

56%
preferred not
to be contacted

67%
don't chat

46%
don't call

Gauge and **retarget purchase intent**

sMedia finds Engaged Prospects among the dealer's traffic to retarget them with relevant offers.

We analyze hundreds of behavioral indicators of buyers, such as clicks patterns, searches, Vehicle Detail Page (VDP) interest, and condense them into a universal metric - an **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 via direct mail.



Buyers are picky

On average, a buyer visits **< 2 dealerships** before purchasing a vehicle. Dealers are facing an increasing competition for becoming a dealership of choice.

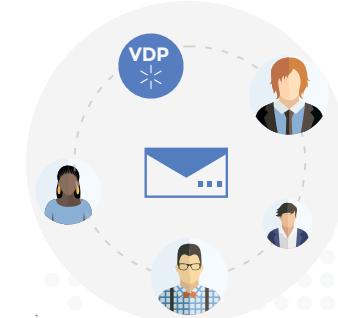


sMedia brings dealer to the forefront of the shopping journey by retargeting buyers with relevant offers - directly in their mailboxes.

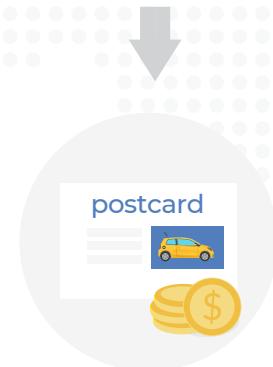
How Engaged Prospect Direct Mail Retargeting works:



1 We use a proprietary combination of behavioural cues to spot **Engaged Prospects** among VDP traffic.



2 We match an **Engaged Prospect** with their mailing address and auto generate a customized postcard.



3 We mail customized postcards to **Engaged Prospects**, increasing the number of walk-ins and sales for the dealer.

The postcard incentivizes an **Engaged Prospect** to visit their local dealership and exchange the postcard for an offer of dealer's choice. It lists vehicles an Engaged Prospect was most likely to purchase.

Customized Postcard Example



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:

