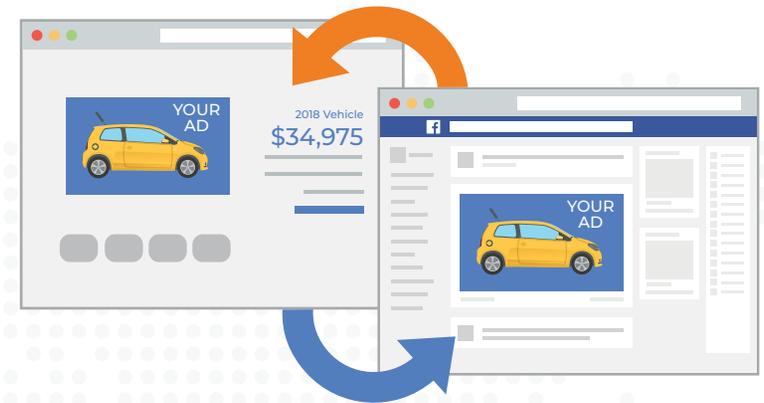




Engaged Prospect Retargeting

Engaged Prospect Retargeting - nudge customers towards conversion

Engaged Prospect Retargeting ads help you increase the likelihood of conversion by promoting relevant vehicles in Facebook and Instagram newsfeeds to engaged prospects on your VDPs (Vehicle Detail Pages).



Purchasing a car used to be a lot simpler for both the customer and the dealer



A customer would visit different lots and test-drive multiple vehicles, giving a salesperson the opportunity to gauge purchase intent. A salesperson would ask a customer for contact information before they leave and re-engage later with a warm prospect.

Now, customers prefer to do most of their research and consideration [online](#).

On average, it takes [7 visits](#) to the dealership website before a customer is confident enough to take the next step in their buying journey.

Low engagement at high cost

Dealerships aren't able to get enough information on these customers unless they are ready to fill in the form on the website or call.

Those who are ready make up only 26% of all traffic, according to Google survey across dealerships of North America:

In-Market Shopper

Behaviour Prior to Visiting a Dealership

The Problem:

74%

did not complete a lead form

56%

preferred not to be contacted

67%

don't chat

46%

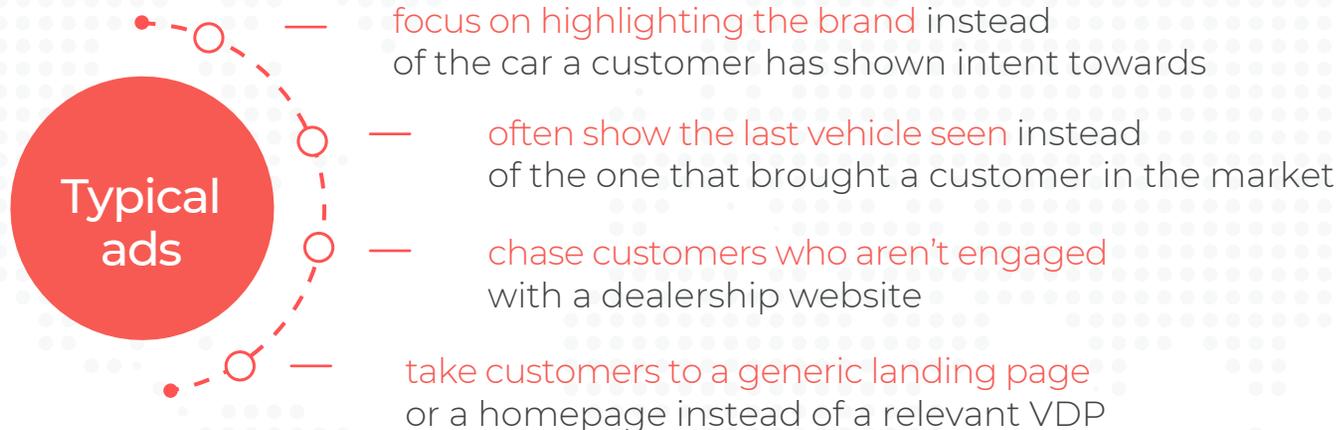
don't call

Knowing their customers are initially shy of calling or completing a form, a dealership often adopts conventional retargeting as one of their marketing tactics. They aim to reinforce the brand, bring customers back to the site and convert more sales.

So do their competitors.

Lack of **competitive advantage**

Typical retargeting ads fail to provide dealership with a competitive advantage for a variety of reasons:



Opting for a generic retargeting approach, a dealership fails to re-engage their once interested customer who is now likely to research a competitor's inventory.

To gain a competitive advantage, a dealership should follow up with their engaged customers and bring them back to the VDP they're likely to convert on.

A smarter way to gauge and retarget purchase intent

sMedia found a way to maximize the ROI (return on investment) on your retargeting spend.

We analyze hundreds of the behavioral indicators of your 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.

We use **Engaged Prospect** data to optimize our product-specific **Engaged Prospect Retargeting** technology.



How Engaged Prospect Retargeting works

Here's how sMedia makes sure your cars and hot leads don't get lost in the mix:



Engaged prospect

We use a proprietary combination of **behavioural cues on your VDPs** to determine whom to spend your ad dollars on.



Smarter website

We allow your website to **follow up on interested buyers**, even if they haven't specified their contact information.



Capitalize on your traffic

We make the most out of your existing web traffic by increasing the likelihood the **buyers pick your dealership to visit**.

How Engaged Prospect Retargeting works

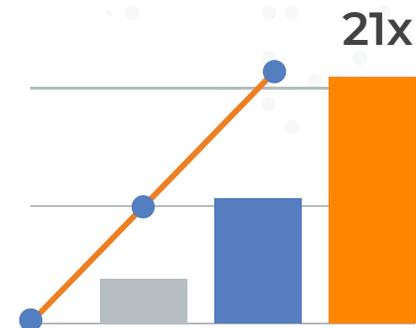


Based on the **Engaged Prospect** metric, we follow up with an engaged customer immediately - like a good salesperson would.

We automate ads for every vehicle and target them on Facebook and Instagram news feeds of the customer.

The retargeting ad selectively shows a vehicle that a customer had the highest proclivity towards and takes them straight to the VDP.

Engaged Prospect Retargeting ads are **21x** more likely to be clicked on than Google Retargeting Ads.



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:

