

ROADMAP TO SUCCESSFUL AUTO CAMPAIGNS

Let us go for a ride!

U.S. Auto Industry Will Spend \$14.14B on Digital Media by 2020*



TARGET AUDIENCES IN MARKET FOR A NEW CAR USING LOTAME DATA SEGMENTS!

AUTO AUDIENCE DATA

- Interest by Auto Brand/Make/Model
- Vehicle Ownership
- Auto Intent

BEHAVIORAL PROFILES

- Action Sports Outdoor
- Sports Enthusiast
- Fashion Discount Shoppers
- Auto Insurance
- Luxury Shoppers
- Green Living
- Golf

DEMOGRAPHIC PROFILES

- Family With Kids
- Job Titles
- Household Income Level

SMART TV VIEWERSHIP

- Viewers of Auto Channels/Sports
- Mirror Clients TV Show/Network Buys Digitally

B2B

- Small Business Owner
- New Businesses

GEOGRAPHIC LAYERING

- County
- State
- DMA

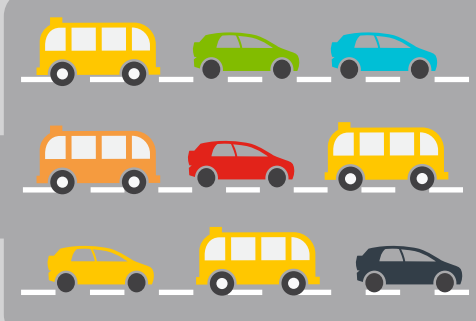
SEASONAL SEGMENTS

- Match Client Auto Sales Promotions with Year-Round Seasonal Segments (Super Bowl, President's Day, Back to School, etc)

AUTO INTENDERS REACHED

AUDIENCE OPTIMIZER

- Look-A-Likes
- Achieving DR
- Lead Generation



*Source: eMarketer