

The Audience-First Marketing  
Strategy you SHOULD be using

## About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
  - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



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Are you a FORD Dealer?



The deadline for the Ford Direct website  
program enrollment is April 30<sup>th</sup>!

Get in touch with us to see what we can do for you.

[DealerOn.com/request-a-demo](http://DealerOn.com/request-a-demo)

Say Hello To...



**Aurko Chatterjee**

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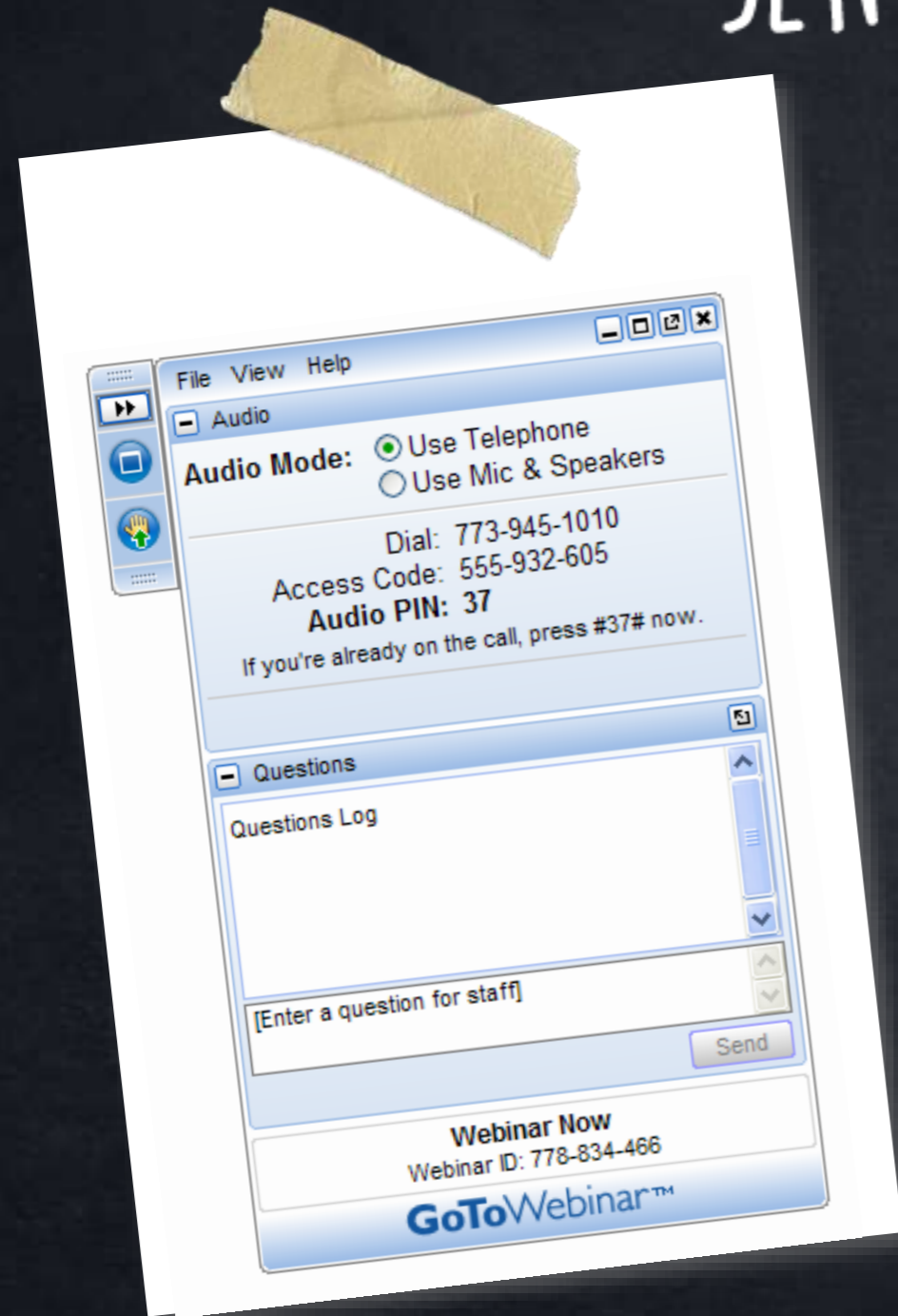
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@ElianaRaggio  
@Aurko

## SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on [DealerOn.com/webinar](https://DealerOn.com/webinar) as an On-Demand Webinar

## PRIZE ALERT



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!

## AFTER THE SHOW



After the webinar, please fill out our short survey and let us know what YOU thought of today's presentation!

## Tweet Much?



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The Audience-First Marketing  
Strategy you SHOULD be using

## OBJECTIVES

- \* An overview of audience marketing - basics, evolution etc.
- \* How you should think about building audiences
- \* Specific Strategies you can use
- \* Case Studies
- \* A note on user privacy aka “limit your creep factor”.
- \* Key Takeaways
- \* Giveaways
- \* Q & A



## AN OVERVIEW OF AUDIENCE MARKETING



## DEFINING AUDIENCES

Audiences, simply put, are groups or segments of your users based on:

- \* Browsing Patterns
- \* Shopping Intent / Signals
- \* Past behavior
- \* Site Engagement
- \* Loyalty
- \* Repeat customers



## AUDIENCE BASED MARKETING

### HYPOTHETICAL

**QUESTION:** If someone told you right now - out of 6000 shoppers in your market, we know the 200 likely to buy tomorrow - would you prioritize your spend to pay more for them?

RETURNING VISITORS  
CONVERT 2X HIGHER  
THAN REGULAR  
VISITORS ON A SITE  
- Google

The art and science of prioritizing key audiences (users) because they are more likely to interact or shop from your business.



## A BRIEF HISTORY OF AUDIENCES

Demographic

2000's

2012 - 2014

RLSA

2015 - 2016

Late 2017

In Market Audiences  
Similar Audiences

Life Events

Customer Intent Audiences



## HOW AUDIENCES ARE CATEGORIZED ON GOOGLE & FACEBOOK

BEHAVIOR  
BASED  
AUDIENCE

LIST BASED  
AUDIENCE

LOOK-ALIKE  
OR SIMILAR  
AUDIENCE



## BEHAVIOR-BASED AUDIENCES

### Interests & Shopping Behaviors

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- **In Market Shoppers:** People exhibiting strong buying behavior on the web
- **Affinity Audiences:** Designed to capture and extend on TV watchers
- **Life Events \*NEW\*:** Allows you to target life events using YouTube and Gmail Ads
- **Custom Intent Audiences \*NEW\*:** Designed for display - allows you to hyper target people who intend to buy. The key item here is YOU can build your own audience.





## LIST-BASED AUDIENCES

### Custom Audiences on Facebook or Customer Match on Google

- Allows you to upload existing lists to either platform and target **MATCHED** customers
- Do you segment your existing CRM and DMS data today and put it to use?
  - Do you have a list of customers who are prospects that did not convert?
  - Do you have a list of customers who have purchased and may be ready for service?
  - Do you have a list of customers who are potentially at the end of their leases?

### Traditional Remarketing Lists as audiences

- New Car, Used Car Visitors who did not convert
- Lists based on body style
- Lists based on user engagement stats - time on site, pages/session etc.



Your existing  
remarketing  
lists



Finding NEW  
shoppers  
exhibiting  
similar behavior



Custom  
audiences or  
Look-Alike  
Audiences



## AUDIENCE BUILDING:

How to think about your own strategy  
(agnostic of channels)



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Your dealership is UNIQUE.

Your Audience Strategy should be unique too.



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## APPROACH 1: BUILD AUDIENCES BY LIFECYCLE STAGES



## APPROACH 2: BUILD BY CAMPAIGN TYPE

Example Campaign Types	Behavior Based	List Based	Similar Audiences
Search Brand Campaign	Coming Soon: In Market Audiences For Search	All Visitors (From GA) New & Used Car Visitors Service Shoppers Users who did not convert in general	Activate on availability
Search Region - Franchise Campaign	Coming Soon: In Market Audiences For Search	All Visitors (From GA) New & Used Car Visitors Service Shoppers Users who did not convert in general Goals: Gallery Views + No Conv.	Activate on availability
Search New Car Campaign	Coming Soon: In Market Audiences For Search	Body Style visitors: SUVs, Trucks, Sedans etc. Goal Based: Time on site + No. Conv. General VDP viewers / Gallery - Photo viewers Custom list with end of lease lifecycle customers.	Activate on availability
Facebook - New Car Campaign	Polk/ Oracle based in-market audiences › new / used car › brands etc.	Custom audiences for loyal customers, service opportunities etc.	Create Look-alike audiences based on your custom audiences
Display Campaign via GDN	Custom Intent Audiences	General Remarketing lists / Customer match or custom audiences.	Activate on availability



## POLL QUESTION



## THE EVOLVING LANDSCAPE OF BUILDING AD CAMPAIGNS





How agencies  
thought about  
things 4 years  
ago

## RIGHT PLACE: RADIUS

Targeted a radius  
around your store

## RIGHT TIME

Set up ad scheduling

CAMPAIGN  
INPUTS

## RIGHT MESSAGE

Tried to build specific ad  
copy for a demographic/  
criteria or keyword set

And then we  
grew up a little

▣▣▣

## RIGHT PLACE: ZIP CODES

Moved away from wasteful  
large radiuses to zip based  
approaches

## RIGHT INVENTORY

Dynamic campaigns which  
focused on advertising what is  
available in inventory

CAMPAIGN  
INPUTS

## RIGHT TIME

Ad Scheduling

## RIGHT MESSAGE

More offer focused ads and  
specials.

BUT, this is how your agency should be talking to you today and in the near future

## RIGHT PLACE: PROFITABILITY

Are you prioritizing areas of profitability vs just your PMA or backyard?

## RIGHT AUDIENCES

Does each campaign have an audience list (priority consumers) who can be bid on higher?

## CAMPAIGN INPUTS

## ATTRIBUTION & ROI

Are you measuring the ROI on your spend? Can you track how many cars were sold because of your efforts?

## RIGHT INVENTORY

Are you focusing on what you need to move in your market and not buying every make and model under the sun?

## RIGHT CHANNELS

Are you advertising a healthy mix of channels

## SPECIFIC AUDIENCE STRATEGIES YOU CAN TEST TODAY



## RLSA (Remarketing Lists for Search Ads): A Primer

- Historically, remarketing was only available on the display network. (You dropped a pixel, and then had ads follow users on other websites and publisher sites)
- Google then brought this concept to search
- You can choose to add these remarketing lists to one or all your search campaigns

RETURNING VISITORS  
CONVERT 2X HIGHER  
THAN REGULAR  
VISITORS ON A SITE  
- Google



## RLSA for Make/Model Conquest

(1)

Organic Search for Ford Fusion

---

You or your agency should create a list in Analytics for "Sedan Intenders"



(2)

Create a Conquest Campaign

---

Create a conquest campaign with commonly cross-shopped vehicles.



(3)

Consumer Cross-Shops for a Camry

---

You show up with a special offer which compels the visitor to come back.



(4)

Build Dedicated comparison/ offer pages

---

Expect to see a much higher CTR than you're used to for conquest campaigns and a higher conversion rate!

**Remember!** Returning visitors are 2x more likely to convert!



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Enabled Type: Search Network only - All features Edit Budget: \$25.00/day Edit Targeting: Takoma Park, Maryland, United States; 20783, Maryland, United States; (19 more) (229 excluded)

Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

+ TARGETETING Remarketing Demographics

All remarketing lists Segment Filter Columns

Edit

<input type="checkbox"/>	<input type="checkbox"/>	Audience	Added to	Level	Status	Bid adj. ?	Targeting setting ?	Clicks ?	Impr. ?	CTR ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Core Models - Transactions	JIM COLEMAN TOYOTA - RLSA - CONQUEST	Campaign	Eligible	+ 50%	Target and bid	11	59	18.64%

Ad groups Settings Ads Ad extensions Keywords Audiences Dimensions

All ad groups Segment Filter Columns Find ad groups

CTR VS Clicks Daily

+ AD GROUP Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HONDA CIVIC VS TOYOTA COROLLA	Eligible	\$10.00 (enhanced)	2	15	13.33%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HONDA ACCORD VS TOYOTA CAMRY	Eligible	\$10.00 (enhanced)	1	22	4.55%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HONDA CRV VS TOYOTA RAV 4	Eligible	\$10.00 (enhanced)	8	22	36.36%
Total - Search					11	59	18.64%



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## Quick Recap: Google's Micro-moments Narrative



1

Which Car is Best?

"Chevrolet"  
"Chevrolet Cars"  
"New Chevrolet Malibu"  
"Chevrolet Cruze Review"  
"Chevy Corvette Specs"

2

Is It Right For Me?

3

Can I Afford It?

"Chevrolet Malibu Price"  
"Chevrolet Tahoe Lease"

4

Am I Getting a Good Deal?

5

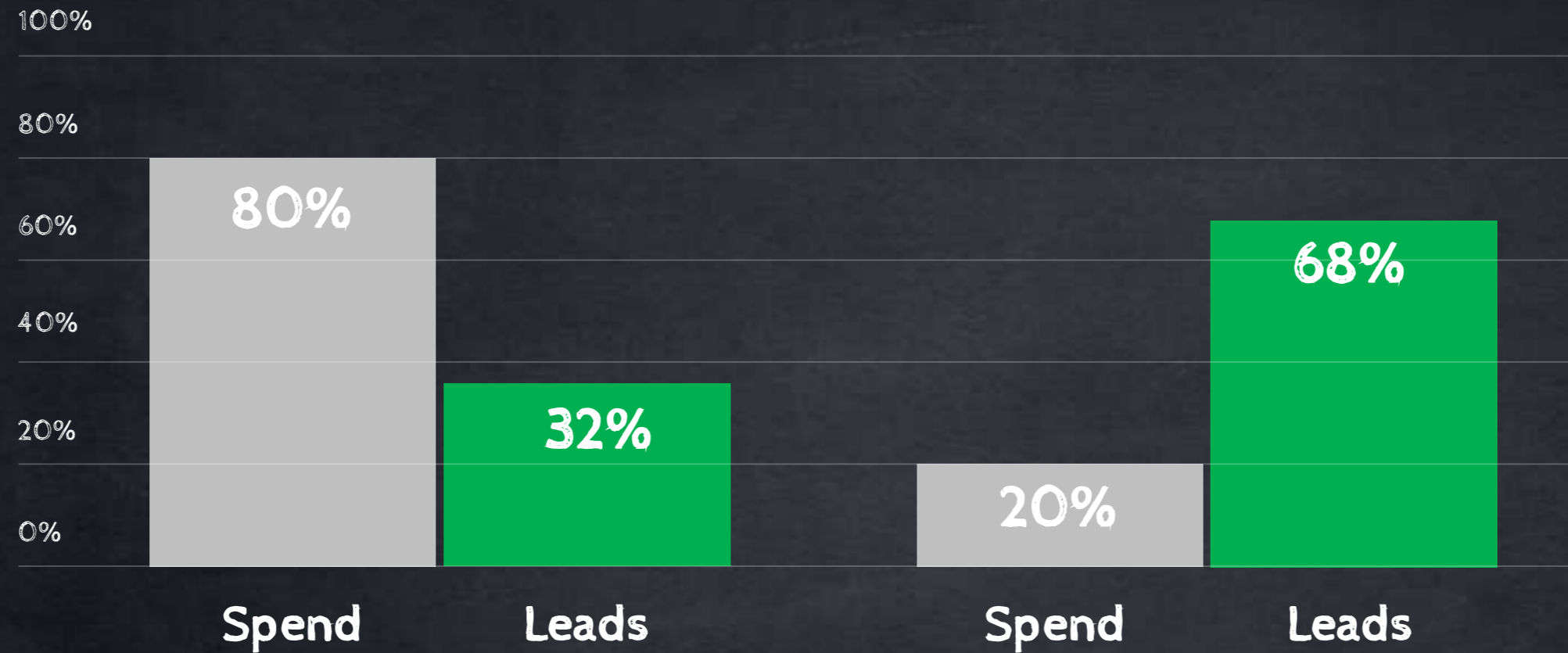
Where Should I Buy?

"Chevy Dealer Near Me"  
"ABC Chevrolet"





## Per Google And DealerOn's Data



**2x**  
Leads  
for 1/4 of the  
spend



- 1
- 2
- 3
- 4

Which Car is Best? · Is it Right for Me?  
· Can I Afford it? · Am I getting a Good Deal?

- 5

Where Should I Buy?



Graduation

Season:

Give Life Events  
a Shot

Reach people based on their online actions or interests ?

## Edit targeted audiences

← What they are actively researching or planning

1 selected

Search and filter by term, phrase, or URL



Life events

In-market audiences



Life events



- College Graduation
- Graduating Soon
- Recently Graduated
- Marriage
- Moving
- Moving Soon
- Recently Moved

College Graduation  
Recently Graduated

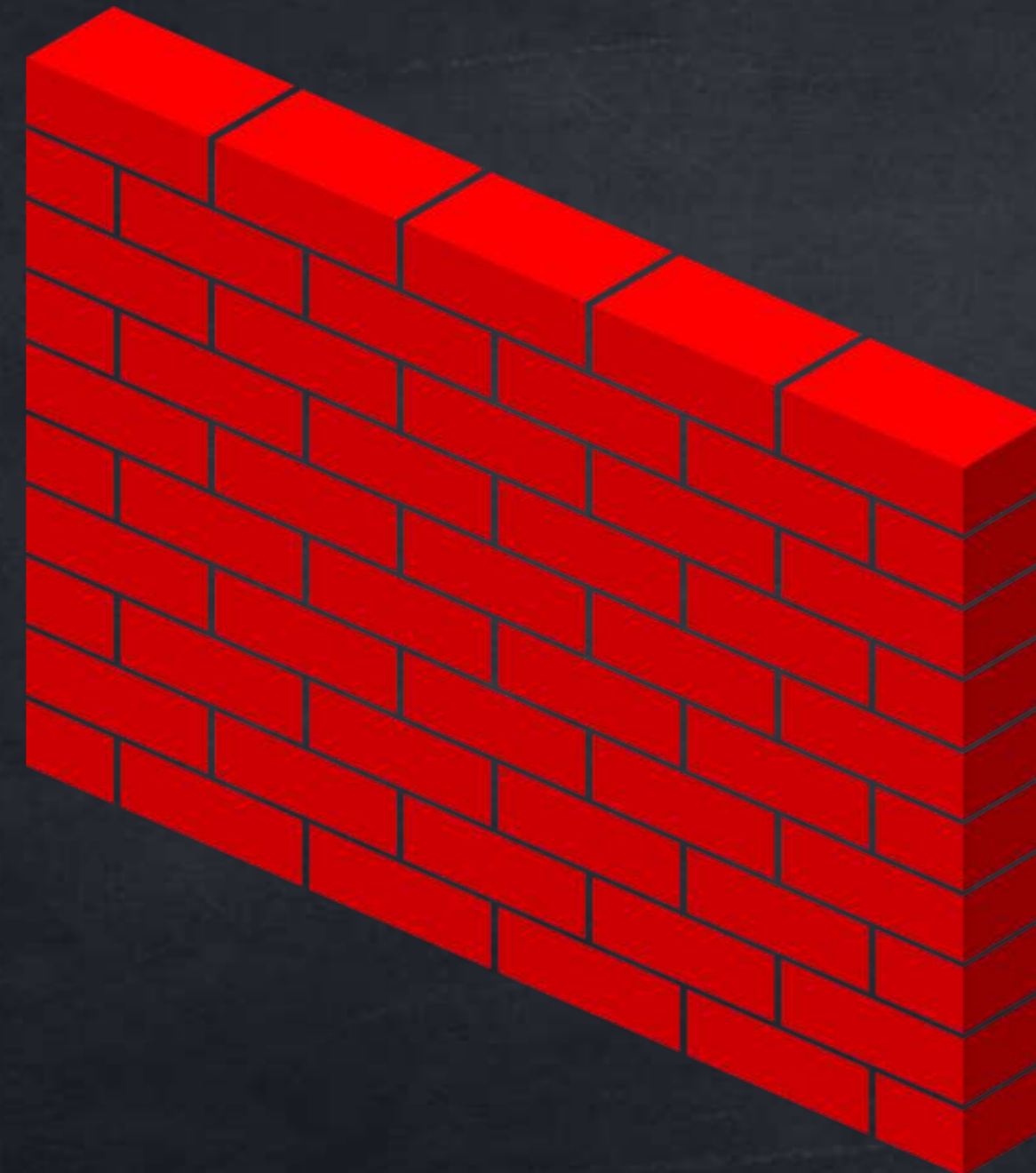
## How a lot of people think about display currently

### My Branding Budget

- Display
- YouTube
- Facebook

### My Leads Budget

- Search
- FB Lead Ads



## Try Thinking of it Differently

(1)

Build My Audiences  
(especially when I  
don't have enough  
traffic) using FB,  
display, video etc



(2)

Build and grow my  
audience definitions  
and lists



(3)

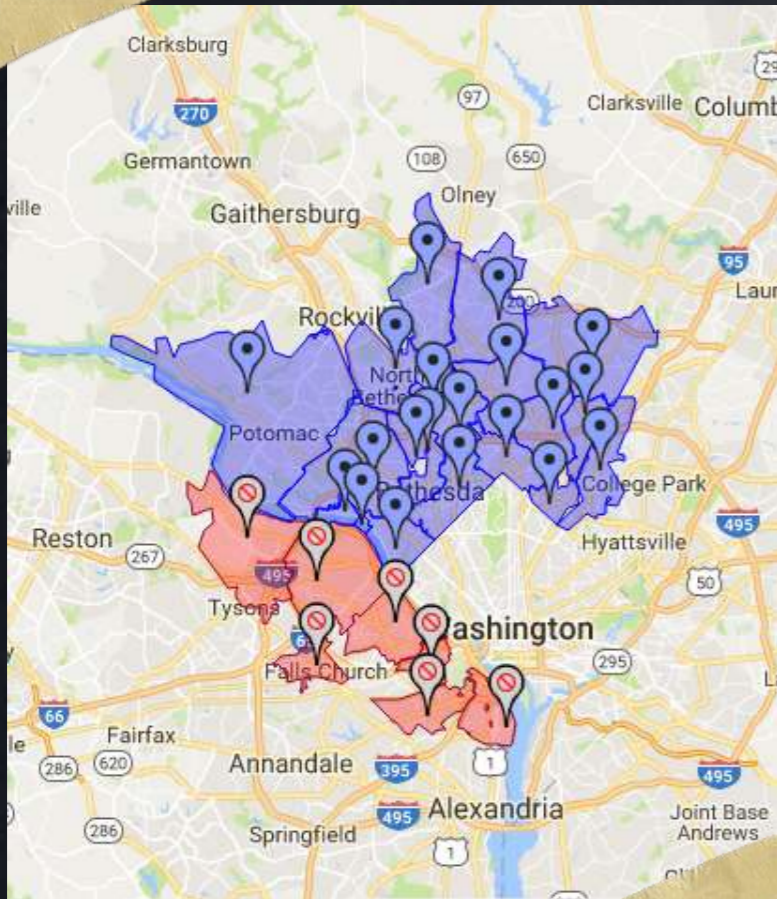
Hyper target and  
reach in market  
shoppers on search  
and social media



## Here's an Example

### Market A

Core/ High Profitability



Typical search outcomes in Mkt. A:

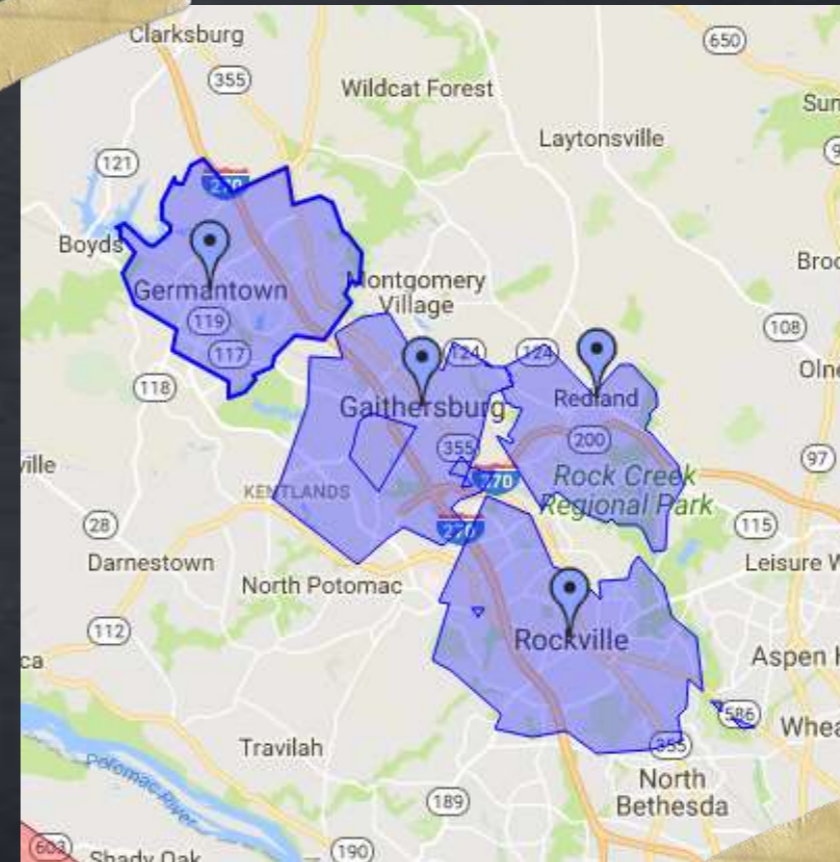
CPC: **\$3.50**

Quality Score: **6.5+**

CPA: **< \$25**

### Market B

Potential to increase "Pump Out"



Typical search outcomes in Mkt. B:

CPC: **\$4.00**

Quality Score: **5 - 6**

CPA: **< \$35**

USE CUSTOM  
INTENT AUDIENCES  
(and supercharge  
your display &  
video campaigns)

## New custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the AdWords advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

- new toyota camry
- 2018 toyota camry lease
- toyota camry reviews
- toyota camry offers
- kbb.com (URL)
- truecar.com (URL)
- autotrader.com (URL)
- www.fredandersontoyota.com (URL)

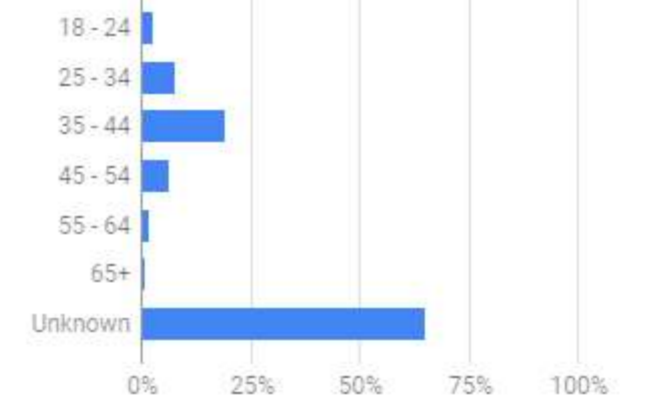
### IDEAS

### AUDIENCE SIZE

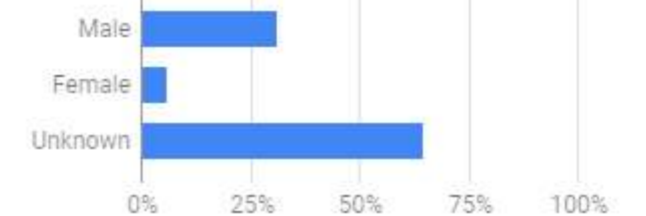
Actual performance will vary by campaign. All campaigns are subject to the AdWords advertising policies. [Learn more](#)

### DEMOGRAPHICS

#### Age



#### Gender



#### Parental status



CREATE CANCEL

## POLL QUESTION



## Case Study: How going Audience-First helped a dealer lift store visits





## Dealer Profile

**Franchise Type:** Toyota

**Key Focus Areas:** Improve Conversions  
and drive more in store visits

**Location:** Major Metro in North Carolina

**Typical Spend:** \$40,000/ mo. across  
search, video and display.



## Approach: Pre and Post

(1)

Created Audience Lists by Profit Center



- New Car Segments (Sedans/ SUVs/ Trucks)
- Uploaded Loyalty customer lists
- Created weekly “missed prospect” lists

(2)

Created a Dedicated Audience Building Budget



- Dedicated \$8k/mo. to display and video
- Ran offer and generic branded ads in competitive locations

(3)

Audience Bidding



- Bid between 25% - 50% higher on anyone that was on an audience list



## Results: Pre and Post

Increase in Store Visits

60%

Increase in Conversions

34%

Increase in Sales

15%

YoY

Conversion actions

Settings

Webpages

Google Analytics

Firebase

Conversion actions

Custom: Mar 1, 2018 - Mar 31, 2018

+ CONVERSION

Change status...

All

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Name ?	Source ?	Category ?	Tracking status ?	Conversion window ?	Count ?	Include in "Conversions" ?	Repeat rate ?	All conversions ? ↓	All conv. value ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Store visits	Store visits	Other	Verified	30 days	Every	No	--	1,236.00	1,236.00



## A note about store visits conversions

1. Currently available on a **case by case** basis
2. You absolutely need to have **GMB and AdWords linked**
3. Need a **certain volume of visits** to your store

	+	Store Visits ?
BRAND		856.00
REGIONAL - CORE		224.00
SPANISH		6.00
COMPETITORS		29.00
- REMARKETING		0.00
- DISPLAY		0.00
NEW CAR - SHOPPER - CORE		6.00
BRAND [RLSA]		109.00



RESPECTING THE CONSUMER:  
LIMIT YOUR "CREEP FACTOR"



75%

of consumers find most forms of personalization at least somewhat creepy\*

## How Do Consumers React to Brand Creepiness?

Nothing/I will not take action

49%

Look for other companies or brands

22%

Tell my friends

21%

Stop using company or brand

20%

Post negative comments on social media

9%

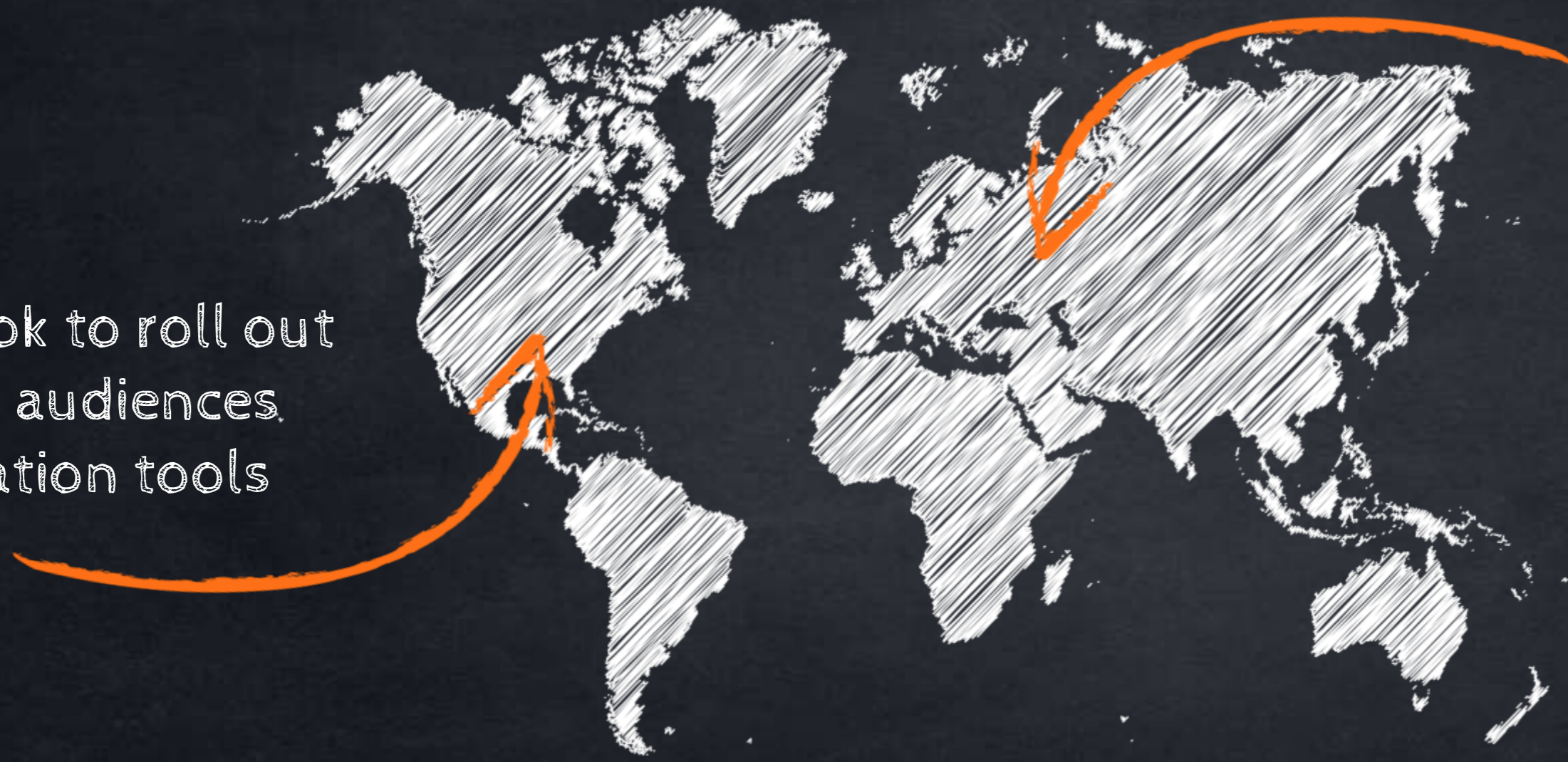


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\*<https://www.inmoment.com/blog/customer-experience-trends-is-your-personalization-too-personal/>

## How laws and policies are changing

Facebook to roll out  
custom audiences  
certification tools



### GDPR in Europe:

EU citizens will have to explicitly opt in to the storage, use, and management of their personal data, they will have the right to access, amend, or request the deletion of, their personal data.



## What you can and should do to **build trust**

- Understand the line between **useful ads** that delight and **downright creepy ads**
- Ensure that your agency has clear **data usage policies** and a clear way to destroy consumer information.
- Ensure that any data uploaded to AdWords or Facebook is **pre-encrypted**
- Ensure your **privacy policy** clearly outlines how and where a consumers data will be used.





## POLL QUESTION



## SUGGESTED RESOURCES

\*Google Academy for Ads [Google Ads Academy: Audiences](#)

\* Think with Google  
[www.thinkwithgoogle.com](http://www.thinkwithgoogle.com)

\* pDp Echo: <https://pdpecho.com/privacy-laws-around-the-world/>

\* Harvard Business Review  
<https://hbr.org/2018/01/ads-that-dont-overstep>



## ACTION ITEMS & TAKEAWAYS

1. Create meaningful audience lists in Google and Facebook either by customer lifecycle or your revenue centers.
2. Adopt RLSA and similar audiences immediately.
3. Every campaign in Google should have an appropriate RLSA or audience list associated with a higher bid.
4. Ask your agency if your account can qualify for store visits
5. Change the way you think about Display and Video.
6. Create ads which delight and offer value → Don't explicitly show a consumer that you're targeting ads AT them.
7. Treat your consumers data as you would your own: with care, concern and respect.



## Q&A: ASK OUR EXPERT



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## PRIZE ALERT



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## Today's Expert



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[DealerOn.com/request-a-demo](http://DealerOn.com/request-a-demo)



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CHECK OUT OUR NEXT WEBINAR

Thursday, May 3 12pm EST / 9am PST

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# 5 Steps to Creating a Rockstar Lead Conversion Process



**Bobbie Herron**

CEO & Founder at Bee's Knees Agency

