

Drive Higher Online Conversion Efficiencies

Grow sales, increase website traffic and test drive bookings through personalized touchpoints and a connected experience across the customer journey..

Target in-market, net new customers:

Engage local customers when they are looking for your services: buying a new car, service, oil change, tires, aftermarket parts, etc...

Your Challenges

In the competitive car dealership industry, reaching prospective customers through focused branding can make a world of difference. And with price sensitive customers actively comparing prices, being able to re-engage with visitors and show them your different seasonal promotions can give you the extra edge you need over your competitors!

Coordinate your promotions to maximize online efforts with traditional mailers. Increase your leads and foot traffic by targeting local customers and showing them relevant ads based on the specific services they need.

Maximize Campaign Performance

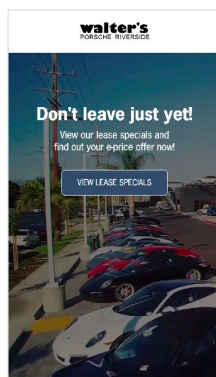
Create a connected customer experience and reach performance goals with consistent branding and messaging across customer touchpoints

Traffic Acquisition
Display Ads
SEM



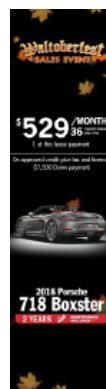
Build **AWARENESS**

Onsite Engagement
Personalized Messaging
Email Capture for Lead Gen



Gain Onsite **ATTENTION**

Conversion Efficiency
Retargeting Ads



RE-ENGAGE High Value Customers

Facebook Ads
Segmentation
Geofencing



Promote **ADVOCACY** & Build Your Brand

"Cybba's excellence lies in its unparalleled ability to find and convert new customers. As we looked to promote Autogeek and convert customers who were abandoning our site, we needed a cost-effective solution with a high return on our investment. Cybba delivered us both the best digital marketing and digital advertising technology to increase revenue and develop long, meaningful relationships with our customers."

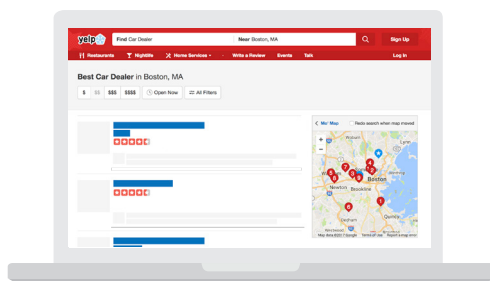
- Terry Angstadt, Managing Director at Autogeek

■ Increase sales by leveraging the power of Yelp Data and of Dynamic Ads

Create a connected customer experience and reach performance goals with consistent branding and messaging across consumer touchpoints

Targeted Local Advertising On Yelp, search results are dedicated to local businesses and consumers rely on the site to make immediate purchase decisions.

- **Using Yelp Data:** through our unique partnership - we can target customers that are specifically looking for a local business like yours and target them with your ad using in-market & real time data. Ads of this nature can be leveraged to drive new traffic for all aspects of your business, from sales to service and parts.



Customer searches for local car dealerships/used car dealers/garages, etc near their location...



Customer is targeted in real-time with an ad of your company using different segments such as customers' interests, geo location and overall business attributes.

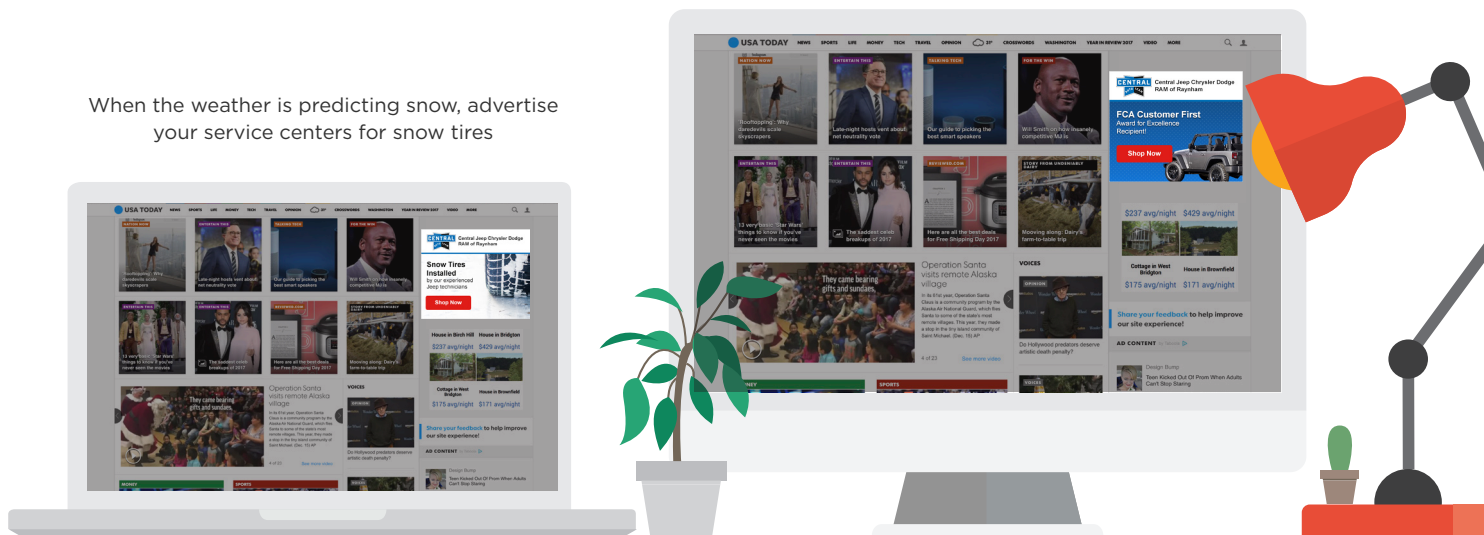
- **Using 3rd Party Data:** In addition to Yelp data, we will also Geo-target local customers who are in market for your services by using 3rd party data collected across the internet.
- **SEM Advertising** SEM is also a great way to reach local and in-market customers as they are looking for a business like yours on Google search!

Highly Personalized Ads Using **dynamic ads**, we can also further personalize your online ads by using real-time data such as: location, weather, time of the day/year, etc...

- Example based on weather variations

When the weather is getting nice and warm again advertise some of your convertible cars

When the weather is predicting snow, advertise your service centers for snow tires



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To find out more, please contact us at (857) 284-7000 or marketing@cybba.com

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