

FEATURED PRESS RELEASE IN AUTOMOTIVE DIGEST

75% of OEMs, Agencies, & Dealers Using Programmatic Technology to Target Right Audience

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Here is a Startling Stat: A new study released by Collective shows that over 75% of automotive marketers are using programmatic technology to target the right audience.

Who did study? The study conducted by Advertiser Perceptions, a global leader in research-based advertiser insights, surveyed marketers on their use of programmatic and multiscreen for their marketing campaigns.

Why this may be wake-up call for automotive advertisers:

"Eighty percent of auto shopping happens online. With a three to six-month lead time, there's an opportunity to build awareness with consumers and influence their decision," said Collective Chief Executive Officer Joe Apprendi. "The key is to find that consumer across a myriad of auto sites regardless of the device on which they're conducting research."

Automotive Marketers are using Programmatic to move consumers from their laptop to dealer lots.

What has been the "Results" of the Spend?

In the past year, automotive marketers surveyed have spent nearly \$9 million on programmatic media buying to meet their marketing objectives. Fifty-five percent used programmatic to increase message association, 53% to increase sales, and 51% to increase purchase intent. Seventy percent of automotive marketers intend to increase programmatic spending in the next twelve months.

How to Reach In-Market Consumers:

Collective recently released Collective Wheelhouse, a two-tier solution for national and regional automotive marketers, looking to reach consumers who are near or in-market to purchase a vehicle. Fueled by proprietary data, Wheelhouse finds and targets an audience across multiple digital screens, amplifying a brand's message and influencing a car purchaser's decision.

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Why Programmatic Advertising:

“Programmatic ad buying can potentially address one of the traditional challenges for automotive marketers—advertising across dealerships or tiers,” said Collective President and Chief Revenue Officer Jill Botway. “Such a buy allows cost efficiencies, and when coupled with Collective Wheelhouse’s proprietary modeling capabilities, enables marketers to identify their most valuable consumer at scale.”

What Collective is actually doing:

Collective’s data partnerships and their own considerable internal analytics allow for a more precise evaluation of consumer purchase intent. For car companies, top-of-mind brand awareness is crucial (as opposed to Domino’s, which can build a campaign around trying to get people to make an immediate purchase by clicking through online).

So Collective identifies consumers and audiences that are targeted based on their automobile purchase intent, as well as online browsing and TV-viewing history, then develops campaigns to run across screens at strategic points throughout the day. Another big part of programmatic’s advantage for automotive companies is the ability to coordinate marketing campaigns across tiers and dealerships, in terms of tracking an audience with a regional focus.

See Allstate Case Study also at <http://collective.com/results.html>

To get more on Collective: <http://collective.com/main.html> and 3 experts at <http://blog.collective.com/about/>