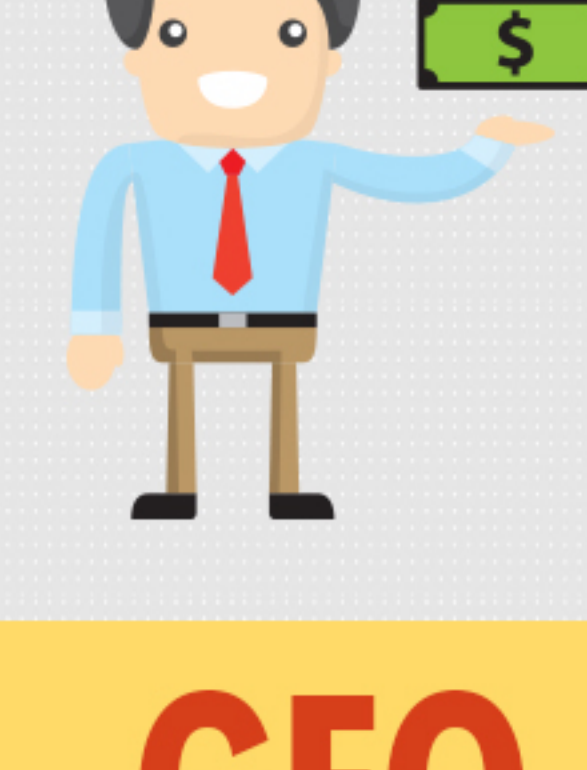


PROPELLANT BRINGS REAL VALUE TO DEALERSHIPS



At Propellant Media, we center our practice on targeting car buyers based on their physical (locational) behavior and search behavior. For that reason, our ability to target consumers based on other dealerships they visit will be the bedrock of our entire targeted display advertising strategy for car dealers.

GEO-TARGETED ADVERTISING



Target Advertising Within Your Service Area to Limit Wasted Dollars with Custom Polygons



Our technologies allow us to target advertising by State, County, City, IP address and specific Zip codes where our target audience lives and frequents.

LOCATION-BASED ADVERTISING (GEO FENCING)



Unprecedented Precision Marketing Based On People's Physical Activities

Reach car buyers, shoppers, and people in need of auto repair who visit your competitor locations in the your metro area.


CONVERSION ZONES – IS YOUR ADVERTISING WORKING?

Next Level of Tracking The Success of Your Marketing – Based On Them Visiting Your Store

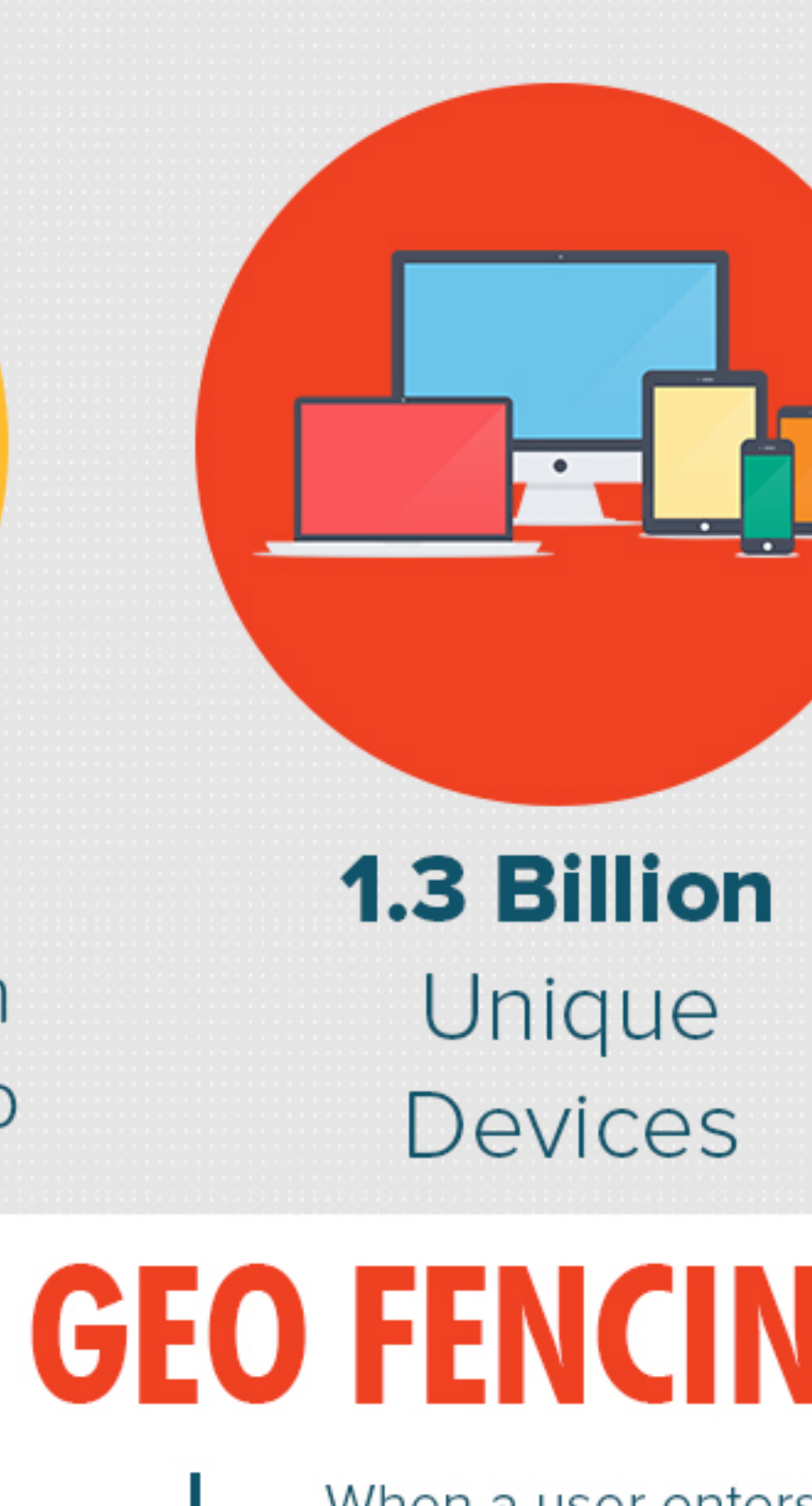
Track car buyers, shoppers after they've seen your Ads around the web and afterward visited your car dealership to determine how effective your advertising has been.




GEO-FENCING INVENTORY AND REACH



1.5+ Trillion
Auctions Per Month
In Browser & In App

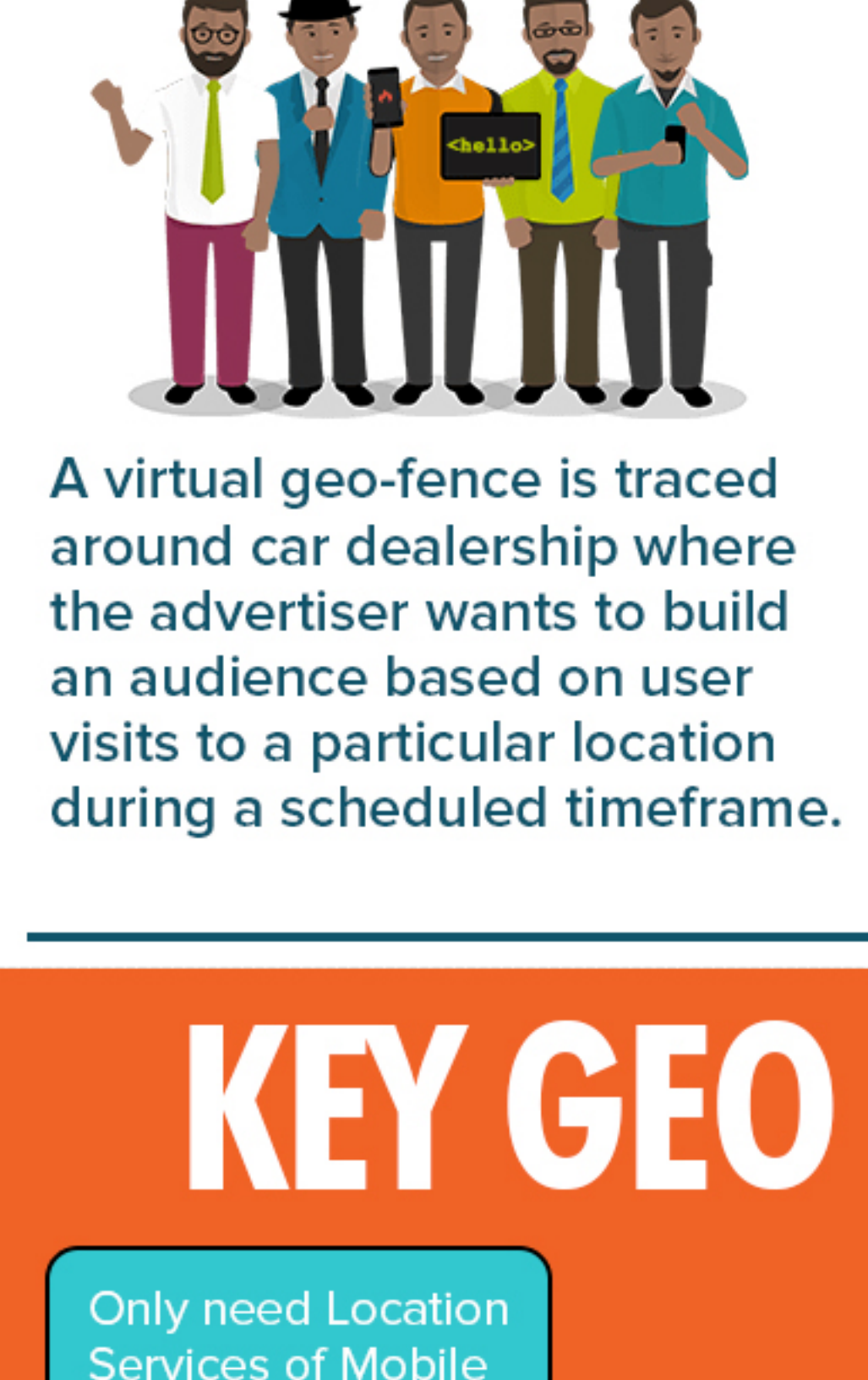


1.3 Billion
Unique
Devices




600,000
Applications
11,000 Publishers

HOW GEO FENCING WORKS



A virtual geo-fence is traced around car dealership where the advertiser wants to build an audience based on user visits to a particular location during a scheduled timeframe.

When a user enters the geo fenced location during the set timeframe, they will then become part of an audience that can be targeted either during or following them leaving that location when they're browsing on their mobile browsers (Safari/Chrome) or the 600,000 App's we have access to serve Ads on (Angry Birds, Words With Friends, Etc...)



KEY GEO FENCING BENEFITS



- Only need Location Services of Mobile Device Turned On. NO OTHER REQUIREMENTS NEEDED
- Over 90% Of Users Have Location Services Turned On Their Mobile Devices
- Does not require Physical BEACONS
- Location File Import and Export Capability
- Granular Localization via Custom Shapes & Sizes
- Target Visitors For 1 Day – 30 Days
- Serve Ads across the 600,000 App's we have access to
- Retarget customers who visit or commute through any geo-fenced location

SEARCH RETARGETING: SAME REACH AS GOOGLE ADWORDS



Target car repair and automobile buyers who have recently performed a search on other search engines/website outside of Google, even if they did not visit your website.

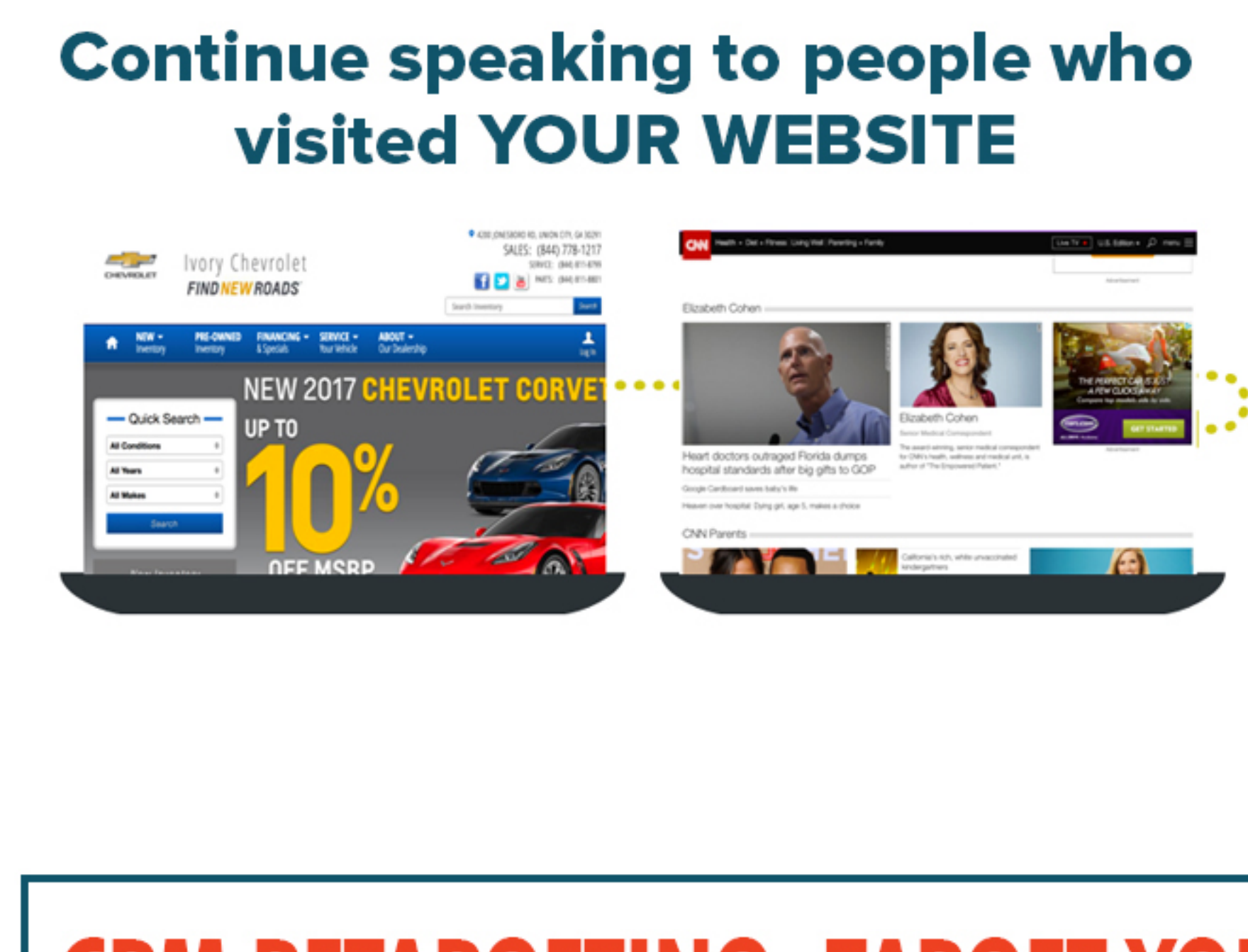
Car Buyer & Automobile Repair Searchers

- ✓ Car repair
- ✓ Chevy Tahoes
- ✓ BMW X5 2017
- ✓ Toyota Camry 2016
- ✓ Ivory Chevy
- ✓ Mercedes Coupe Black 2015
- ✓ Trucks for sale under 10000
- ✓ Florida Lexus Dealerships



SITE RETARGETING: EVERYTHING WORKS SMARTER

Continue speaking to people who visited YOUR WEBSITE



Target users who have recently visited your site but left with or without converting

Site retargeting forms the bedrock of all campaigns and ensures your other marketing is even more effective (TV, Radio, Print, Facebook, PPC, Geo Fencing, SEO)

CRM RETARGETING: TARGET YOUR OWN EMAIL LISTS



CRM retargeting can be immensely effective if you have a list of car buyers and ongoingly want to only target those who have a car lease up for expiration in the next 3 – 6 months.


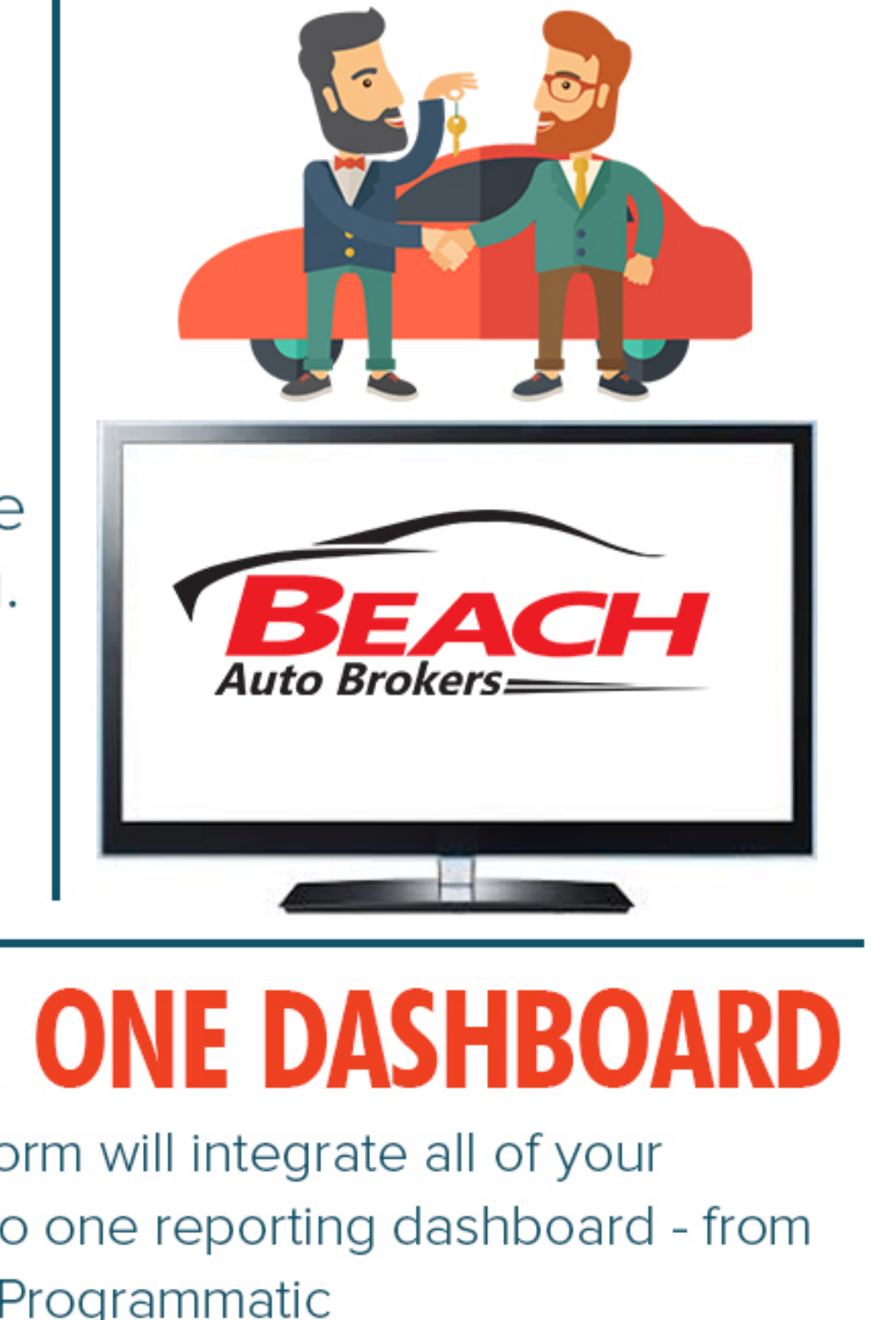
Target users who have are currently on your email marketing lists with Ads wherever they visit around the web.



EXTENDING CAR COMMERCIALS WITH VIDEO

ADVANTAGES OF ADDING VIDEO

- ✓ Less Expensive Than TV
- ✓ Reach the same audiences online that are watching your TV campaigns.
- ✓ Leverage your TV budgets and creative assets to extend into digital advertising.
- ✓ Build ads that allow for searchers to still click a companion banner to visit your website

REPORTING & ANALYTICS IN ONE DASHBOARD

Our analytics platform will integrate all of your digital activities into one reporting dashboard - from Google Analytics, Programmatic Display AdWords to Social Media Platforms.



One reporting dashboard allows for better decision making and program optimizations.

Propellant Media

www.propellant.media
team@propellant.media