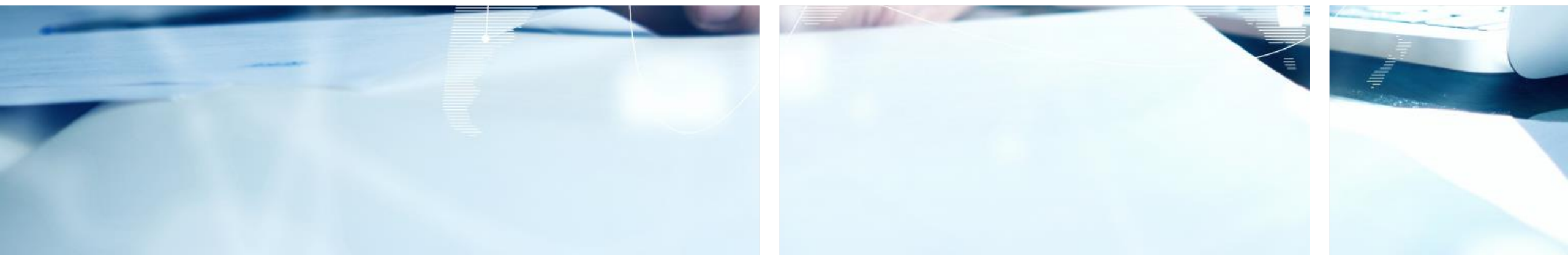
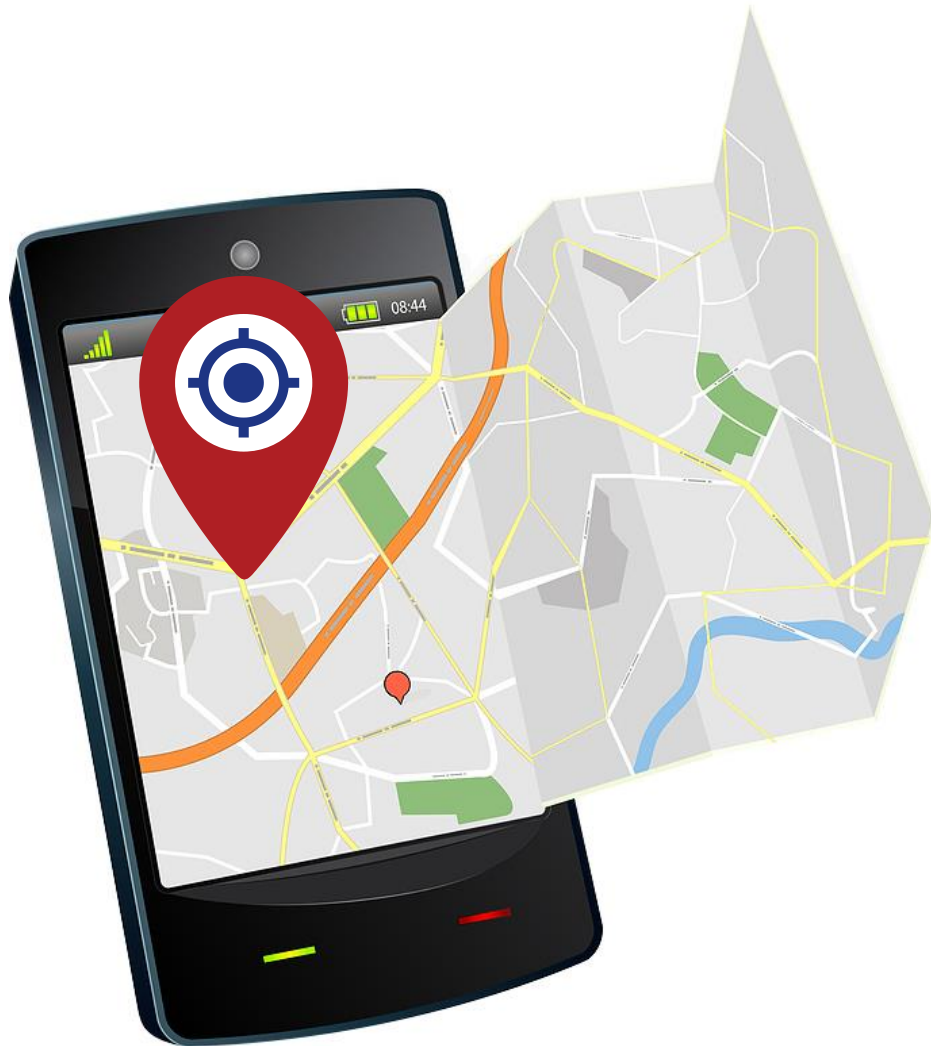




ADVANCED DIGITAL SOLUTIONS FOR DEALERSHIPS



LOCATION-BASED MOBILE

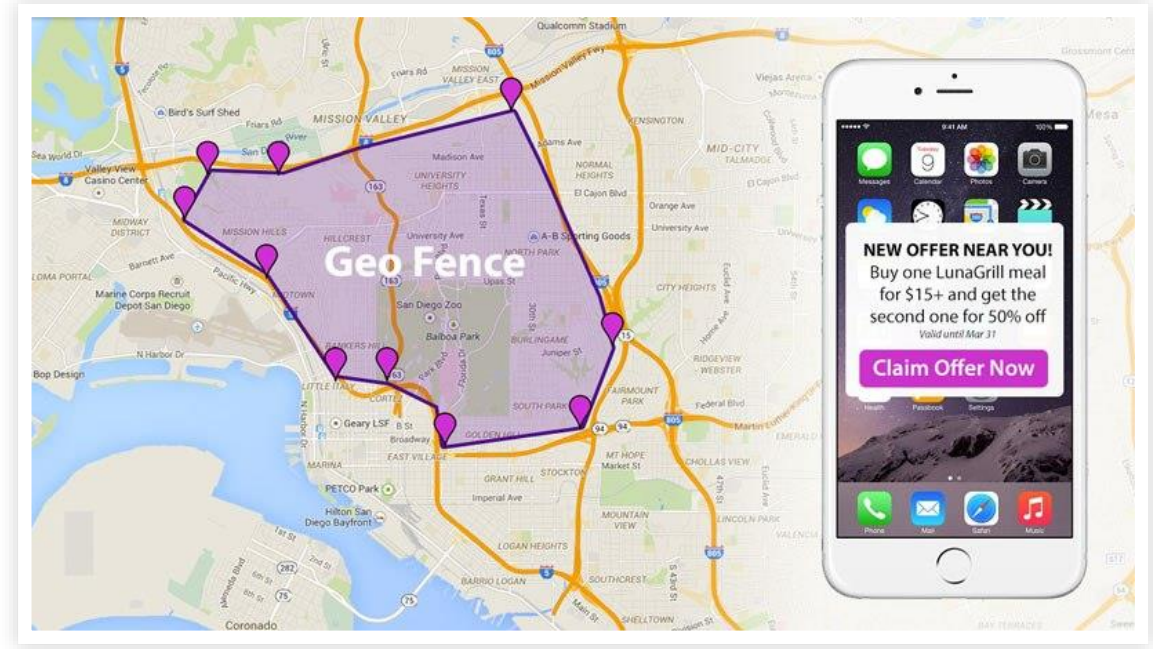


Using location based, demographic, and behavioral targeting to reach consumers with ads on their mobile devices.



MOBILE GEO-FENCING AND GEO-TARGETING

- A "mobile geo-fence" is the process of creating a virtual boundary around an area by means of GPS signals.
- When used for marketing, this allows you to reach very targeted audiences on their mobile phones with relevant messages.
- We "geo-fence" hundreds and hundreds of event and thousands of retail outlets a year.



Geo-Fencing

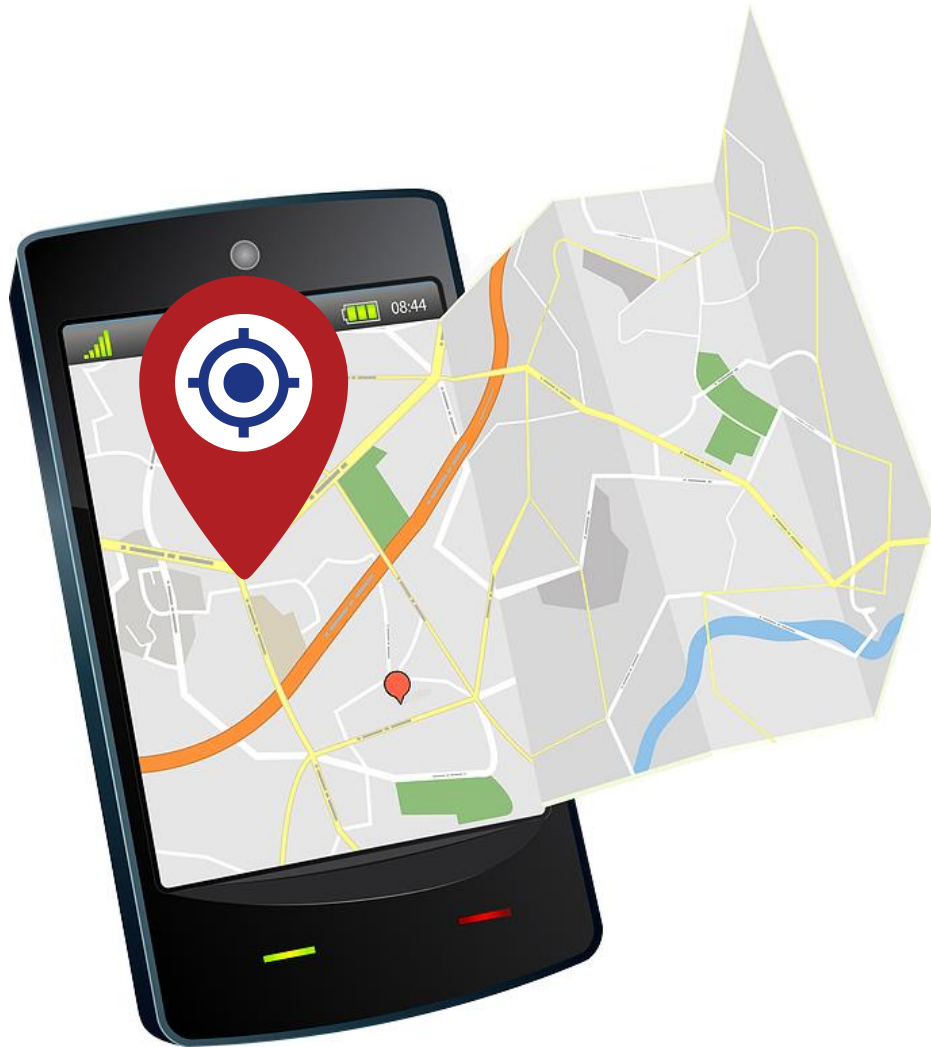


VS

Geo-Targeting



MOBILE GEO-FENCING AND GEO-TARGETING



We can reach people wherever they are using their smartphones & tablets – in multiple ways

Behavioral Targeting

Targeting people who have shown specific online behaviors or are in a certain demographic

Location / Brand Targeting

Targeting people who have recently been to a location, business, event or specific brand of store



MOBILE GEO-FENCING AND GEO-TARGETING



Geo-Fencing

Want to target people in real time while at your competitors locations or brand name businesses?



Geo-Retargeting

Want to target people after they leave any event or location?



Geo-Retargeting Lookalike

Want to target people after they leave a location and target people who live in the same neighborhoods as them?



Weather Trigger

Want to target people when a certain type of weather condition happens?



GEO-TARGET COMPETITIVE DEALERS

In real-time, anytime in the past year, and after they leave...



Digital Reach from past year:

- 6,500 Mobile Phones
- 2,600 Household IP's

GEO-TARGET YOUR PAST CUSTOMERS

Target customers from the past year or after they leave...



Autonomous
Tractor Corporation

Bison Thunder
Motorcycle

GEO-RETARGETING OF YOUR CUSTOMERS

In-store Visits Can Be Tracked
For People Who Have Been
Served Your Ad

We track people who see the
ad and then come into your
dealership



** For a visit to be counted person must have GPS enabled and be browsing on phone while visiting your location.*



MARKETING GROUP

IP TARGETING

Matching IP Addresses to your list of names and street addresses and showing your native, display or video ad only to those people, across all devices.



CRM Data or purchase a list from a Data Provider.



Run list of home addresses through our IP Targeting Algorithm.



Campaign Set Up and Launch. Begin serving to the devices connected to the Wi-Fi in the specified households.



MARKETING GROUP

USE YOUR CRM DATA OR OUR LISTS

- Use warranty registrations or customer lists to reach your EXISTING BUYERS or install base
- Use our lists to reach potential NEW BUYERS from competitive brand owners.

H-D Owners Addresses (by model, year & state)		
Models	Postal	% Ttl
Electra Glide (FLHT)	165,474	33%
Sportster (XL)	160,074	32%
Road King (FLHR)	109,846	22%
Street Glide (FLHX)	39,320	8%
Tour Glide (FLT)	20,544	4%
Total	495,258	100%

Make	Model Year	Model	First	Last	Address	ST	ZIP	Home Phone	County
H-D	1998	TBD	Nelson	Geraldine	13165 ORCHID ST NW	MN	55448	(763) 323-3640	ANOKA
H-D	1998	TBD	Johnson	Dianne	11524 CROOKED LAKE BLVD NW	MN	55433	(763)421-3523	ANOKA
H-D	1998	TBD	Daniel	Juergens	1579 82ND AVE NE	MN	55432	(763) 432-7771	ANOKA
H-D	1998	TBD	Earl	Hendricks	1611 61 ST AVE NE	MN	55432	(763)571-8237	ANOKA
H-D	1998	TBD	Michael	Muller	6431 E RIVER RD	MN	55432	(763)571-8271	ANOKA
H-D	1998	TBD	Carlson	Patrick	3851 BUCHANAN ST NE	MN	55421	(763)7064153	ANOKA
H-D	1998	TBD	Fernando	Garcia	1032 128TH AVE NE	MN	55434	(763) 754-8345	ANOKA
H-D	1998	TBD	Elton	Taylor	11197 DRAKE ST NW	MN	55433	(763)754-8819	ANOKA
H-D	1998	TBD	Gregg	Wickland	10907 WOODY LN NW	MN	55448	(763)755-3183	ANOKA



HOW DOES IT WORK?



List of physical
addresses and names
(ie **Warranty Registrations**)



We match those to the
household's internet
connection - IP Address



Your ads are only
shown to those
households








MARKETING GROUP

WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN WEB RETARGETING

Problems with Cookie-Based Retargeting

- ✓ Less accurate (behavioral-based)
- ✓ Rising risks of non-human traffic (bots)
- ✓ Cookies & browser histories get erased
- ✓ Ad-blocking software & browsers
- ✓ Can only engage current site visitors

Advantages of Cookie-Free IP Targeting

-  Targeting real people (offline data-based)
-  95% Human Traffic; no wasted impressions
-  Static IP's, new IP's are captured
-  Can't be blocked by software & browsers
-  Larger audience- can engage all prospects



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN E-MAIL ALONE

The problem with E-Mail is

- ✓ Limited Reach (CAN-SPAM COMPLIANT)
- ✓ Spam Folders
- ✓ Low Open Rates
- ✓ Tracking Limitations / ROI



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN DIRECT MAIL ALONE

The problem with Direct Mail is

- ✓ Poor frequency (one time shot)
- ✓ Expensive creative
- ✓ Hard to track
- ✓ Easy to miss

Household IP Targeting is Direct Mail for the internet age!



WHY HOUSEHOLD IP TARGETING IS MORE EFFECTIVE THAN DIRECT MAIL ALONE

Instead of reaching a household ONE time with Direct Mail

You could reach a household 25-50 times in one month with IP Targeting!



CALCULATE ROI WITH OUR “MATCH BACK” REPORTS

1	Email
2	leezachte@aol.com
3	labishann@gmail.com
4	
5	
6	
7	bsyginger@aol.com
8	caronkc@gmail.com
9	salsis110@gmail.com
10	ccolledk@gmail.com

IP LIST



1	Email
2	dnelson319@comcast.net
3	susiebrewer27@gmail.com
4	idaandnormas5@comcast.net
5	
6	
7	brianquay@aol.com
8	malibupaullsv@aol.com
9	tovegasigo@aol.com
10	hayzden@aol.com
11	lorie@cdainteriors.com

SOLD LIST



Each month you provide us with an Excel sheet from your “sold lists”

We match those against our target list

You see how many people were sold to from the list we are targeting!



CASE STUDY: HARLEY-DAVIDSON DEALERSHIP

Client: Teds Motorcycle World

Challenge: Teds is located in Alton, IL (pop. 27,865) and 25mi from St. Louis where the majority of Harley Davidson owners live and has 6 other Competing H-D Dealerships in the St. Louis area.

Goal: Increase New and Used Harley Davidson Sales

Strategy: We purchased a list from a Data Provider of customers who qualify for the Harley Davidson's April 2016 Promotion and in the market for a new bike. We also wanted to make sure the people in the market thought of Teds when they thought of Harley Davidson.

CAMPAIGN SETUP:

Start/End Date: April 1 - April 30, 2016

Pre-Append List Size: 17,293

Post-Append List Size: 8,827

Imp/person/month: 60

Total Impressions: 529,581

CAMPAIGN RESULTS:

Click-Through-Rate: .141

% Lift Over Unmatched Records:

Unit Sales: 25.94%

Profit: 61.64%

% Change in H-D Sales Over April 20

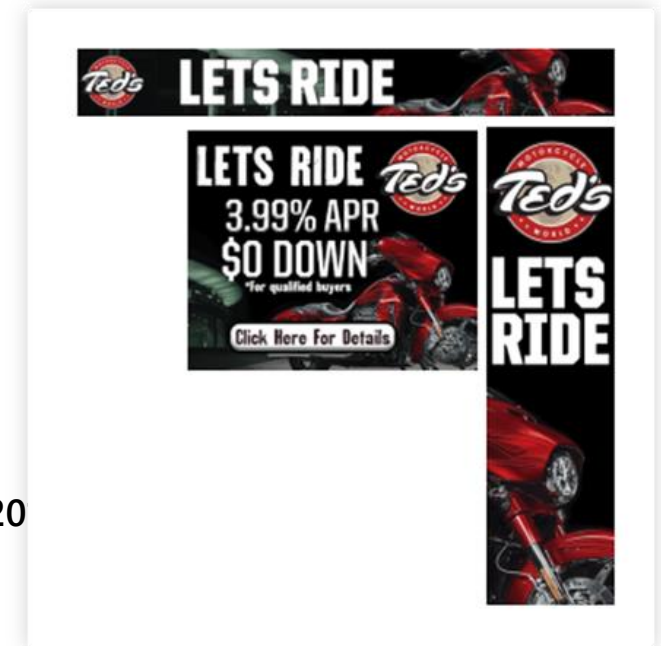
Teds: +40%

St. Louis Market: -20%

Total Profit From Matched Unit

Sales Data: \$37,351.18

Return on Investment: 252%



DIRECT MAIL RE-TARGETING

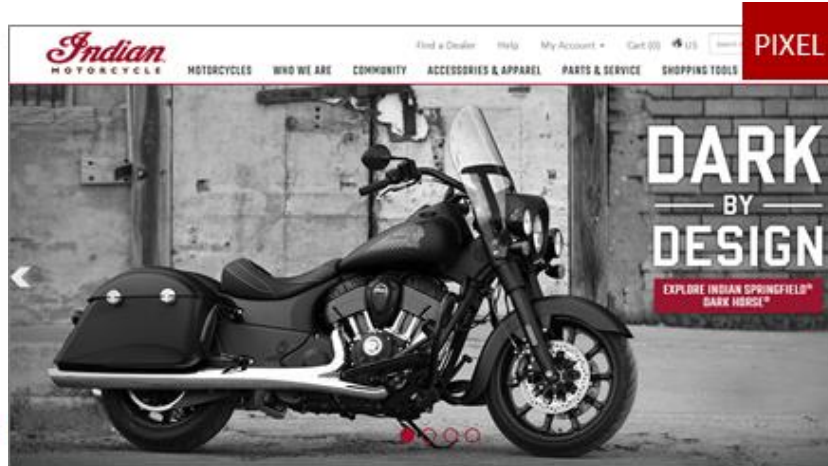


We take unknown site visitor's IP addresses, find their physical addresses, and send them targeted direct mail pieces within 48 hours of a site visit.



HOW DOES DIRECT MAIL RE-TARGETING WORK?

1



Place a pixel on website

2

- PAGES VISITED
- TIME ON SITE
- FREQUENCY OF VISIT

Set trigger points for Reverse Append

3



Pixel collects IP Address and URL of anonymous website visitor.

4



Each night the IP Addresses are matched to physical addresses and securely sent to the direct mail partner.

THANK YOU



E3 Marketing Group

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