Adaptive Media and Adaptive Auto
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The Adaptive Auto
Conquest Program
✓ Drive Traffic to your Website & Dealership Store

✓ Follow The Prospect from Offer to Sale

✓ Analytics, ROI, and Sales & Service Match Reporting

GUARANTEED SALES & SERVICE REVENUE

⇒ Repeat
Note from the President of Adaptive Media

The Adaptive Media team is led by David Guiliano, a veteran of sales, advertising, marketing and digital media. With over 20 years of experience, David has a passion to deeply understand the mission of brands, working relentlessly to solidify their market identity while driving revenue and exposure. He has been integral to the success of many household names across the country.

Whether you are a national brand like Dunkin Brands, Delta Airlines, Ken's Foods, Beldon, VITAS Healthcare or a local small business, the Adaptive approach is one simple formula: iterate creativity to attract new customers while remaining relevant to the existing core. Growth is the key to longevity.

Adaptive has tremendous partners in advertising and marketing that we leverage to maximize a client’s investment. These relationships, developed over many years are a phenomenal asset to our clients, producing game changing results.

Over the last 20 years, Adaptive has created partnerships with some of the most respected advertising and digital marketing firms nationally. With one key focus- make sure the clients’ advertising dollars are maximized to the best potential. Three primary divisions make up Adaptive: Adaptive Auto, Adaptive Digital and Adaptive Media.

“My vision is actually simple, do what you say not say what you do. Adapt means be a chameleon. With advertising changing so quickly, your company needs to adapt with the times.”

DAVID GUILIANO
FOUNDER & CEO
Adaptive Auto Digital Conquest Marketing

How important is it to drive new traffic to your website?

- We can drive traffic to the website for a fraction of the cost.
- We have an aggregated database of 100's of millions of auto-intenders nationally.
- These auto-intenders are coming off an ownership or a lease within the last 2 years. We know who they are and where they are coming from.
- Our ability to geo-target and use demographics allows for your dealership to reach the exact area you want to grow marketshare.
- After we have reached the prospect through email marketing we then re-market to the prospect with the Facebook platform and Google display ads.

We not only drive traffic to the dealership website—we drive customers to the showroom.

WE GUARANTEE SALES!

Does PPC guarantee your dealership sales?

Adaptive Auto will drive traffic and generate revenue.

THAT IS OUR GUARANTEE.
Pay per Click

High monthly cost using the Google platform

- How much will it cost your dealership to drive 3000 auto-intenders (car buying prospects) to your website?
- $25 per click to drive someone to the site without having any information about that prospect.
- How long will it take to drive 3000 active users to the dealership website using PPC?
- How impactful to your business is a PPC prospect? Are they looking for a specific vehicle? Are they looking on the correct page?
- Once your dealership has driven traffic to the website with PPC how do you re-market to the prospect?
- FB paid ads or Google display ads at a high cost? Do we know who they are?

Our program has aggregated data on over 225 million individuals seeking car incentives.

- Each campaign includes production and creative execution, email suppression from DMS and CRM, email link tracking, third party verification via Google Analytics, server stats, sales and service ROI reporting.

The Conquest Customer

- A Conquest customer is a customer within the market that has never purchased from your dealership in the past.
- Dealerships are spending a great deal of money on PPC without gaining any information on the prospective customer.
- Our goal is to drive new, CONQUEST customers to both your dealership website and store.
Map & Geo-targeting

The Adaptive Auto Conquest Program has been designed to geo-target an area that any dealership nationally has a goal in reaching in order to grow their regional market share.

What it is not

A lead-generator.
Typically our program generates very little leads. We are pushing folks from the top of the sales funnel, and tons of research shows that digital shoppers are going to spend over 10 hours doing their research and are not inclined to reach out to a specific dealer prior to making a decision on where they are going to place their business.

A way to add incremental sales.
This is a very important point. In no way are we “guaranteeing” incremental business, and we should never present the program with this intention. This program is not a “silver bullet.” We know that through constant marketing and brand awareness, we can sway prospects to the dealership.

A program that is going to have the lowest bounce rate and highest time on site.
We will always be the one source of traffic that the dealers are going to think is the worst. But that is just the reality of these conquest programs, and why we steer the dealer away from those basic metrics to understand how the campaign is actually producing results.
What the Program is

A program to help a dealership market outside of their own database to grow new business and increase market share.

A quantifiable digital program that drives thousands of unique views to a dealer’s website.

A program that has the ability to show real-time attribution in both sales and service.

An addition to the dealer’s overall market strategy this is complimentary to other facets of their advertising.

Our program locates conquest customers by specific zip code and demographic.

We organically expand the dealer’s reach while creating engagement. Our marketing develops top of mind awareness in an entirely new set of prospective customers, delivering them to the dealer website, showroom and service area.
DMS integration is fundamentally key to the program.

After 10 days, we show you the first analytics report, including all the traffic that went to your website, which over 90% in most cases is new, they have never been there before. We do our first sales match in 21 days and a final sales match in 30 days. We take credit for a sale if their name matches who opened our offers and then proceeded to purchase a vehicle from your dealership.
Sales & Service Match Reporting

ROI and Sales Match reporting will be presented to your dealership demonstrating sales matches at 21 days and 30 days from the campaign launch date.

We cross reference the names from the prospect list to the dealer's CRM. If the prospect is not in the CRM, has made a purchase of vehicle an attribution is awarded to the Adaptive Conquest Program.

We aid as an addition to the marketing already in place—it's like adding a third arm to the body.

While your dealership continues to market to their database, our program will suppress any name in your dms in order to market to a specific regional, demographic that has never purchased from your auto group.

Once the DMS has been suppressed, we then target individuals coming off of a purchase or lease in the past five years or service of a branded vehicle in the last two years.
After the DMS suppression, the dealership will oversee our creative team that develops 6 advertising offers per month.

Our program is 100% Conquest- we will deliver new customers that have not purchased from the dealer store in the past. Our goal is to drive new traffic - 100% NEW- to the dealer’s website and dealership. Once we get them there the dealers, skilled sales staff sells the cars.
Re-marketing Through Social Media & the Google Platform

Once the emails have been deployed we then retarget the prospect list through Google ads and the Facebook platform.

Out of the 6 offers deployed in the email campaign the creative team then uses the top 4 that have received the most clicks to create digital ads. Those digital ads will be used on Facebook and Google display ads to re-market to the prospect list increasing frequency.

Once the emails have been deployed we then retarget the prospect list through Google ads and the Facebook platform.

We will do our first round of analytics, including all traffic to the dealer’s branded website—where they are coming from and the vehicles they looked into.

E-mail Link Tracking & Analytics Reporting

We conduct an analytics review 10 days after the campaign launch. This is the first review and will indicate the type of traffic the Conquest program has delivered to the dealership website.

This traffic is 90%, in most cases, new. They have never been there before.

With Google analytics and email tracking we can see who opened the ads and if they continued to the website.

The offers are then placed in the geo-targeted email campaigns that will be deployed to 50,000 to 400,000 people respectively.

Once the deployment begins, it will take about 5 days to reach all of the prospect list.

With this program we typically see a 10% open rate and a 1% close rate.

* If your dealership’s monthly sales volume is 200 cars we will approximately see 20+ conquest sales from the Adaptive program.
How is Co-op handled?

For most major automotive manufacturers we have the ability to work directly with the OEM in order to get the email creative approved for compliance and/or co-op. If co-op or compliance is desired by your client, you will need to ask for their dealership ID associated with their OEM. We will then submit the client-approved artwork to the OEM and wait for a pre-approval notice prior to our first deployment.

We can submit directly to the OEM for the following manufacturers:

- Mitsubishi
- Toyota
- Kia
- Hyundai
- Cadillac
- Chrysler Jeep Dodge Ram
- Fiat Subaru
- Mercedes-Benz Nissan
- Mazda

We can only submit to these manufacturers with the dealer's pre-sponsorship:

- Ford
- Honda/Acura
- Volkswagen

(IE, we can request approval from the dealer to submit on their behalf, they must go to the OEM and accept that request, certifying that we are an approved vendor of theirs)