

The 360° Program is a comprehensive suite of outreach, marketing automation, and attribution tools. It allows dealers to identify the highest-value prospects in their market, rank them by propensity to buy while prioritizing outreach, and then using 360° automation to influence them across media channels. The platform is designed to minimize wasted ad spend and provides advanced sales attribution.

AutoTargeting acts like a ‘GPS to find car buyers.’ It allows the 360° Platform to know who is going to purchase a vehicle before they begin their journey which gives the dealer a significant advantage over competitors. The platform’s datasets further define which shopper is most likely to make their purchase at a particular dealer’s storefront. Detailed attribution allows the dealership to tie relevant KPIs together in one intelligent dashboard displaying the complete path to purchase and giving the dealership measured engagement and activity around each AutoTarget (an anonymously profiled consumer). By bundling a multitude of marketing and data tools, the 360° Platform both simplifies and amplifies the dealer’s marketing opportunities. Five areas of dealership information are now integrated into the platform: big data, inventory, website, CRM, and DMS; moving it from an equity mining tool to robust auto mining. Many vendors have one or several of the pieces, but the 360° Platform brings all the different functions into one ecosystem.

The Problem:

A dealership spends a large percentage of their operating budget on marketing and advertising each year. It is not uncommon that a large portion of those marketing investments are either wasted or unattributed to sales. Dealers are searching for a solution to improve their Return on Ad Spend (ROAS). They are often overloaded with marketing products and don’t have enough time to make sure they are working properly to sell more cars at a lower cost.

Marketing Automation

360° Auto

A sophisticated consumer scoring logic to identify high-intent buyers and target them across all relevant media channels while providing marketing attribution metrics.



NEW AT NADA 2020



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“360° Auto is a decade’s worth of solutions to dealerships’ toughest problems, bringing synergy and efficiency to sales teams, inventory/merchandising, and advertising. Packaging them together is what makes 360° Auto so successful.”

**Frankie Russo
Founder & CEO
360° Auto**

How It Works:

The 360° Program is made up of four pillars that create a full circle of the shopper's path to purchase:

1. The AutoTarget Score is created by algorithms that utilize in-market score, purchasing power, wealth score, vehicle ownership history, service history with the dealership, equity of current vehicle as well as the engagement on a dealer's website. Not only is the propensity to buy determined, but also if the shopper might buy at a particular dealership. **2. 360° Outreach.** With the prospect's data and browsing habits, the sales team can unearth opportunities that fit current incentives, lender buying habits, and inventory reduction needs. 360° Outreach helps sales teams get in front of customers before they begin comparing prices which is an optimum time to impact the consumer doing their online education. **3. 360° Automation** allows dealers to maximize results and minimize spending by targeted marketing to the right car buyer at exactly the right time. It identifies each AutoTarget on all the major digital media platforms and creates customized campaigns that address each car buyer's specific vehicle interests on search, social, display, video, and email platforms. **4. 360° Attribution** gives dealerships a robust tool to track and measure a truer ROI. With 100s of API connections, 360° Attribution allows dealerships to see the complete path-to-purchase for each car buyer's journey.

Identifying and Analyzing AutoTargets. With the intelligence of 360° Auto, dealers can track recent interactions with their dealership, an AutoTarget's current vehicle statistics, and relevant behavioral data points that imply in-market status. There is a higher conversion rate if the customer is engaged earlier in their search process since the dealer can make more money if they are not competing on price with other dealers.

To develop accurate scoring, 360° Auto uses over 200 high confidence public and proprietary sources including: real estate deed and property data, point of sale purchasing transactions, vehicle sales and service information, surveys and interest data, publication and subscription data, etc. In order to build a more robust profile, 360° incorporates purchase transactions in addition to data like IHS/Polk; mining over 225 million individuals in order to build a more robust profile.

Autotarget	Interactions	Campaigns	Audience	Status
rochesterpercy@gmail.com	1 Website Visit, 1 Email, 1 Capture	Google Organic	None	LEAD
lillievincent@yahoo.com	6 Emails, 4 Captures, 6 Website Visits	Google Organic	None	LEAD
Natalie Porter	1 In-Market, 35 Website Visits, 1 Email, 1 Capture	Direct Traffic, Google Organic, 52 posts	None	EXISTING

'Details' provides the AutoTarget's contact information and the campaigns that targeted this customer.

AutoTarget Dashboard. Drilling into AutoTarget profiles delivers individual-specific information. Each of the 644 profiles delivered here is color coded to designate the number of website visits, emails sent, dealership services provided, etc.

AutoTargets that have been scored as in-market will appear on a list the manager receives each morning.

Based on each dealership's objectives, customized programs and scoring can be included on AutoTarget profiles; combining third-party and first-party data. Confidence scores help determine if AutoTargets are candidates for: auto financing, a used vehicle, a new vehicle, auto insurance, or parts and service. Data regularly

updates the scoring, and alerts are sent to the dealership every hour. The key focus is to spend marketing money on the right people - with the least amount of wasted ad spend.

Outreach Empowers the Sales Team. By providing a dashboard that shows details about the in-market AutoTargets and their needs, the sales team can have a more relevant conversation with the customer while 360° Auto markets to them in the background. One-to-one communication is simple with ringless voicemail, phone, and texting. The ability to correlate the sales team's direct outreach with a personalized marketing campaign, such as OTT, social, and display is an exciting development.

Contact Information

Name: Denise Smith

Address: 8133 Michelle Dr, Avery Island, LA 70513

Phone: (337) 519-3811

Email: srctroy@cox.net, dawnflores@cox.net, srctroy@cox.net

Campaigns

360 Social
360 Search
+1 more

AutoMining Lists

Lease + Finance
AutoTargets
Purchased chevy
Before 2017 Nov
2010-2016 model
years
+2 more

Audience

360 InMarket
AutoTargets Courtesy
Chevrolet Broussard
Courtesy Chevy
Broussard DMS
Audience V2.0
+3 more

Estimated Equity

\$9,107.20

Current Vehicle

2011 CHEVY 1500PU

Vehicle Interests

2010 Cadillac Escalade

Enhanced Information

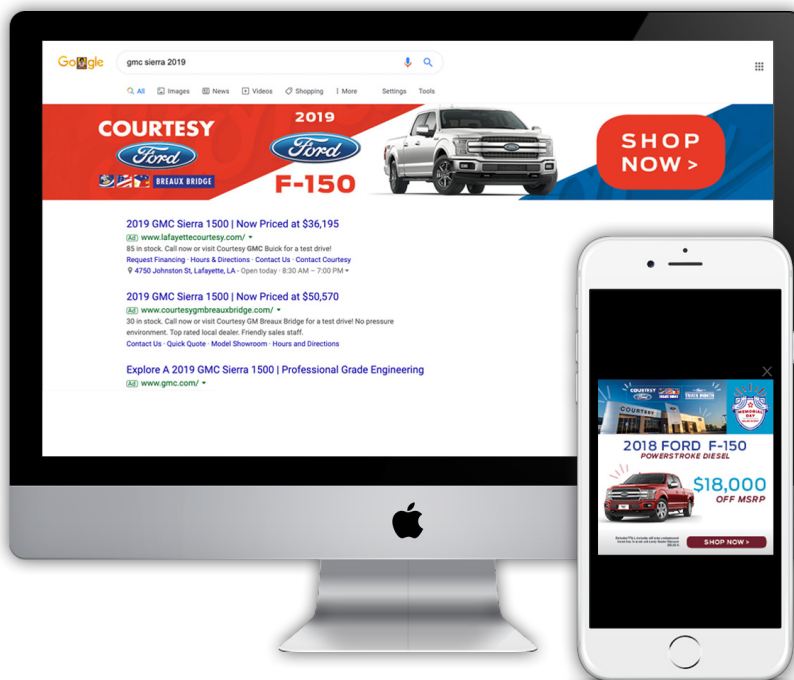
Gender	Age	Marital Status	Wealth Score	Purchasing Power
F	N/A	N/A	N/A	N/A

1-1 Emails: 0

COMPOSE EMAIL

The salesperson is able to see the AutoTarget's equity information, current vehicle, vehicle of interest, and their interactions with the dealership. 360° Auto marketing will shift if the AutoTarget's browsing changes from one model to another. About 50-60% of AutoTargets are conquest customers that have never bought from the dealership before.

Best practices for email and phone are already included into the program, so many dealers use those for their first outreach. The sales team is trained on using phone tracks and how to effectively use the 360° Auto technology for the best customer outreach and take advantage of the data that is readily available.



Automation. 360° Auto plugs directly into the dealer's IMS to serve up social, display, and search ads that are relevant and precise to the shopper's search. The program identifies AutoTargets and their vehicle preferences across all ad platforms and then syncs up to the dealer's real time inventory and incentives to dynamically generate and manage thousands of highly customized marketing messages. 360° Auto captures 6X as many sales matches now because of the proprietary "view through" sales attribution tool.

Search Ads. With a reported 12-15% click through rate, search ads are dynamic and feature live inventory and relevant offers. 360° Auto updates the search ad and the bid for that ad based on whether the recipient scores highly as an AutoTarget. The goal is not to pay for car browsers, but for car buyers. 360° Search provides a deep, easy-to-understand look at the performance of the dealer's

search campaigns, whether dealers want a quick, high-level view of their results or a deep dive into individual keyword sets.

Email. Three pieces of dynamic email are included in the program. They include custom design and a dynamic inventory template which brings in the live inventory with pricing. The dealer can customize the email and send it out in seconds. The email retargeting program offers an

automatic email built in real time for each individual AutoTarget and updated as the shopper comes back to the site and searches through different vehicles displayed online.

Video. 360° Auto is focused on finding productive opportunities to present the dealer's online video on pre-roll and YouTube channels where high engagement is ripe for the AutoTarget who is in market.

Smart TV. NEW. For the first time, using set top box data, 360° Auto can deliver customized video messages directly to the individual household of an AutoTarget. To be able to get the personalized TV ad to the specific person with the right message during their car journey is very powerful.

360° AUTOMATION 360 OTT AUTOTARGET OTT ADS

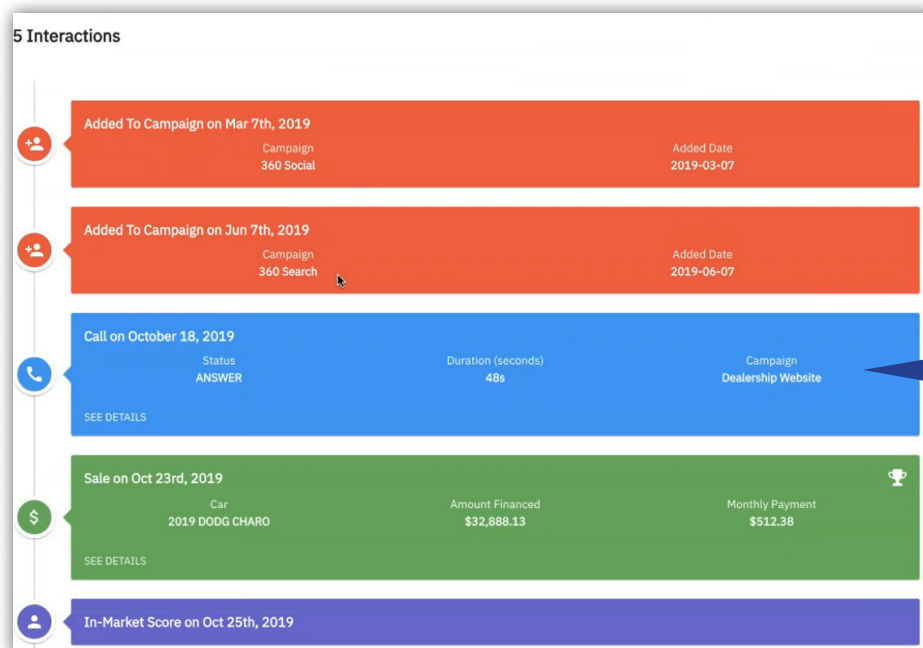
WITH SALES ATTRIBUTION FROM OTT ADS

First Name	Last Name	Campaign
RHENA	LAPEROUSE	Drive Mail
EDWARD	LAVERGNE	Drive Mail
FELIX	GUERRERO	Drive Mail
VELMA	SELLERS	Drive Mail

Below the table, there is a screenshot of a data table with columns: First Name, Last Name, Campaign, Impressions, Clicks, Conversions, and Sales Amount. The data rows show various customer names and their corresponding performance metrics.



Attribution and 360° VUE. Through the view-through sales attribution tool, 360° VUE, the dealer can see each AutoTarget who engages at the dealership after seeing 360° ads on search, display, email, video, social media, and direct mail. With 100s of API connections, 360° Attribution allows dealerships to tie AutoTarget engagements to the source campaign and back to offline sales transactions.



This AutoTarget was marketed to in March and June, then called the dealership in October. The call (Blue Bar) was recorded and added to the file. Five days later, the sale was made (Green Bar) and the details are included in the profile. Dealers can customize the type of information they want to display.

Attribution reporting includes:

DMS Match. View-through attribution with accurate DMS matching empowers partners to draw a direct path from exposure to marketing messages to the dealer's financial statement.

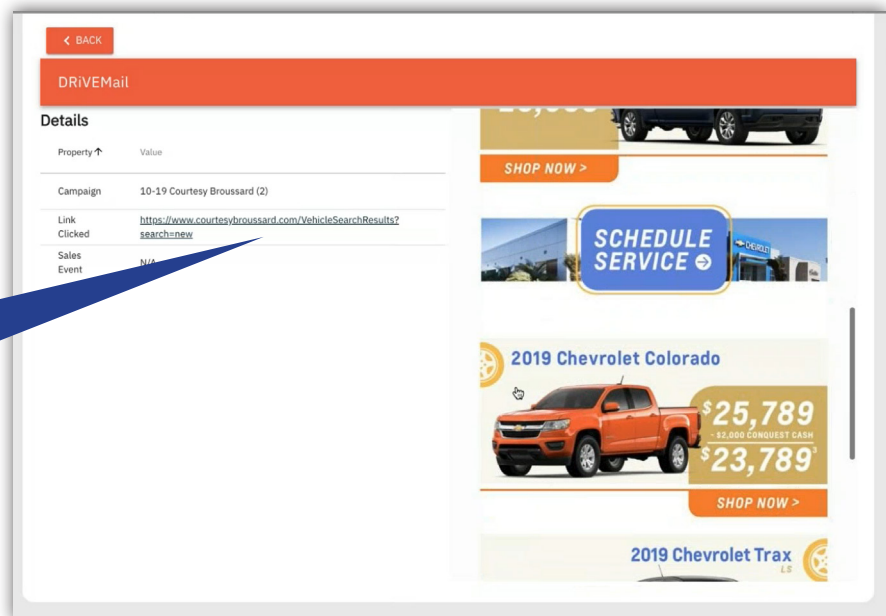
VDP Tracker. VDP activity by individual VIN number is displayed, no matter who the referrer is. This agnostic view of VDP activity allows dealer partners to make informed decisions about the value provided by individual partners.

360° Search provides a deep, easy to understand look at the performance of the dealer's search campaigns. Whether they want quick, high-level view of their results or a deep dive into individual keyword sets.

360° Social or Display. The dealer can view campaign performance metrics and associated creative.

360° Call Track. View all call activity from campaign tracking lines, as well as listen to the calls for the identification of training opportunities.

When the AutoTarget opened the email and clicked on the link, 360° was able to start tracking the IP on the website, and the profile data was backfilled from previous visits.



What do customers say about 360° Auto?

"Everybody is searching for the magic bullet. The platform that Frankie created is pretty unique. I am in the center of a sluggish economy based on low employment in the oil and gas industry, yet I saw pretty significant returns, in the 28% - 30% range. I plan on using 360° again. They are very professional, and using them is a very seamless process. With a background in the auto industry, Frankie is top notch and knows what he is doing."

Nathan Hebert

General Manager

Musson Patout Automotive Group