

Drive revolutionizes video marketing. Consumers today are cord cutters or cord nevers, requiring new strategies to reach the dealer's targeted audience and track ROI. Over 75% of auto shoppers say that online video has influenced their shopping habits or purchases¹. Drive enables dealers the ability to reach in-market shoppers across YouTube and Facebook as well as across connected TV streaming services like Amazon Fire TV, Hulu, Roku, Sling, etc.

Drive, an omni-channel dynamic video product eliminates all of the challenges multi-platform video marketing presents, while making it a cost-effective and streamlined advertising solution. This video product offers:

- **Deployment across all channels - Facebook, YouTube, CTT, OTV, and all programmatic networks**
- **VIN-specific creative matching audience behavior**
- **Profit Center Specific Strategy (available for new car, used, CPO, and service)**
- **Partnership with the best-in-class data providers, such as Oracle Data Cloud, IHS Markit, and TruOptik**
- **Ability to create customized videos on demand and at scale**

Customers who are currently using Drive have seen, on average, a cost per view as low as \$.02, and a view-through rate of over 51%. Also, on average, compared to dealers who use traditional video mediums (TV and Broadcast), the savings are exponential.

The Problem:

Dealers are challenged with the ability to create multiple videos, targeting different audiences, and doing it at an affordable price. Very few dealers currently have a video strategy and with today's margin compression, they are looking for creative ways to sell customers based on value and avoid price-haggling with the competition.

How It Works:

Force Marketing works with dealers to develop creative that will merchandise their 'Why Buy' message. Also incorporating OEM national and regional creative, dealers can use multiple templates

Digital Marketing

Drive

A Dynamic Retail Inventory Video Engagement product that creates, manages, and optimizes a dealer's video campaigns across YouTube, Facebook, CTV, OTV, and other programmatic channels.



**NEW
AT
NADA
2020**

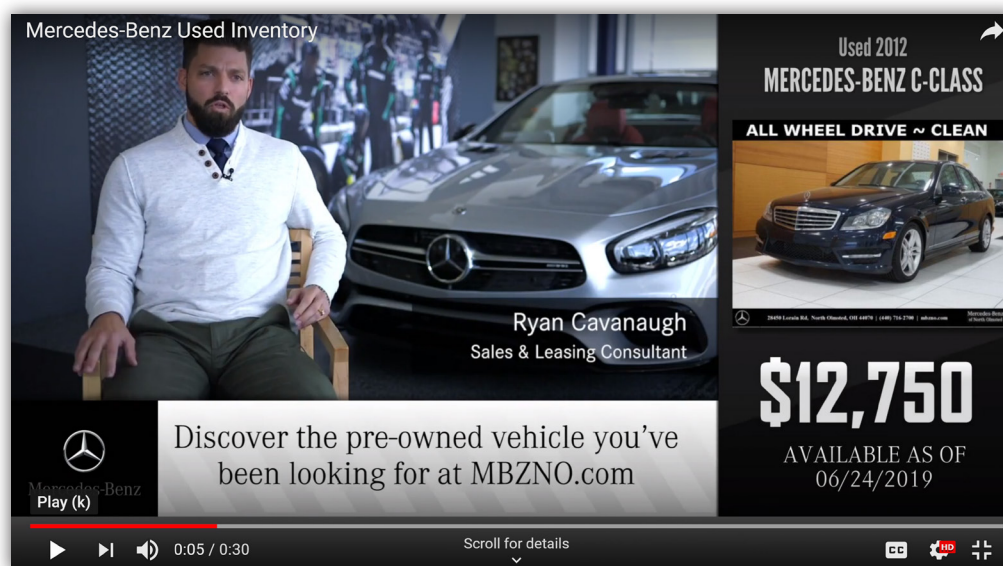


"Our Drive product can be used for retargeting low-funnel sales and service consumers as well as targeting in-market shoppers by location, interests, and a variety of demographics. Our clients are excited about their results and the ease of connecting with active shoppers!"

**John Fitzpatrick
President & CEO
Force Marketing**

to achieve business objectives for their various campaigns - new and used inventory and service. Drive automatically manages and optimizes each campaign across YouTube, Facebook, CTV, OTT and other programmatic channels to consistently maximize ROI and deliver more sales and more service appointments. Drive matches in-market shoppers directly with VIN-specific inventory from the dealer's website to create 1,000s of personalized videos. Drive can target as many different audiences with the same piece of creative as the dealer chooses. Dynamically, the viewer will see inventory that matches their historical search behavior. A click-through takes them to the SRP or VDP, depending on the platform.

The Value Proposition. New to the industry, this product removes the challenges that most video strategies face: 1. Deployment across popular distribution channels - Facebook, YouTube, CTT, OTV, and all programmatic networks; 2. Brand Promise + VIN Specific Retailing - Delivering VIN-specific dynamic creative in front of shoppers based on their most recent shopping behavior while at the same time showcasing the dealer's local brand promise; and 3. Target "In-Market" as well as "Pre-Market" Audiences by dealership profit center (New, Used, CPO, Service, Parts) and deploy a specific strategy against each.



Videos deliver a 'Why Buy' message and also allow the dealer to have a price conversation without focusing on price as the sales driver. This builds value in the store and in the product. Drive will serve up a personalized VIN based on the shopper's in-market designation and their down funnel search activities.

Constructing the Targeted Audience Database. Audience building for each campaign starts with acquisition from the dealer's first-party data. For example in building an Audi A4 lease campaign, data is extracted for expiring leases for Audi A4s and those in an equity position. Then, third-party information from Oracle, Edmunds, and IHS Markit supplies A4 owners but suppresses super loyalists of competing brands. Owners who are in-market for a compact luxury sedan are added and competing dealerships or segment defectors can also be targeted. The research, the data, and planning that goes into the delivery of the ad unit is critical to its success and allows the ad unit to work harder. The goal is to declutter and remove top-line waste.

The data is updated nightly to reflect shoppers moving in and out of market and to refresh inventory that is added and removed.

Creative Options. Not all dealers have developed custom creative that addresses their value proposition. Force Marketing has the ability to leverage national and regional creative around the nameplates and the franchises to build value in each dealership's product. Using this existing creative from the asset side comes at no additional cost to the dealer. Force Marketing can also create videos that are semi-custom; utilizing B-roll footage and combining it with value propositions that result in powerful 'Why Buy' videos. Finally, totally custom creations can also be produced; it is created once and, because the VIN offerings are constantly changing, the creative remains fresh.

Through automation and personalization at scale, Drive can serve 10-20,000 personalized videos having one-to-one engagement with all those customers at the same time.

Videos can pull in OEM and dealership logos, and also national and regional campaigns in a compliant template that meets all OEM rules.

Southtowne Hyundai

HYUNDAI \$50 TEST DRIVE REWARD

New 2019 HYUNDAI ELANTRA LIMITED

\$23,004

AVAILABLE AS OF 03/11/2019

Spring Fever Sales Event

Spring is the season to upgrade.

Southtowne Hyundai

Hyundai Tier II

Flexible Test Drive

New 2019 HYUNDAI ELANTRA SE

\$19,991

AVAILABLE AS OF 2/01/19

New Hyundai Vehicles In Stock Now

Vin#5NPD84LEZKH439350

This video ad reinforces a national Hyundai program "The Test Drive That Comes To You." It educates shoppers how to order a test drive on their smartphone.

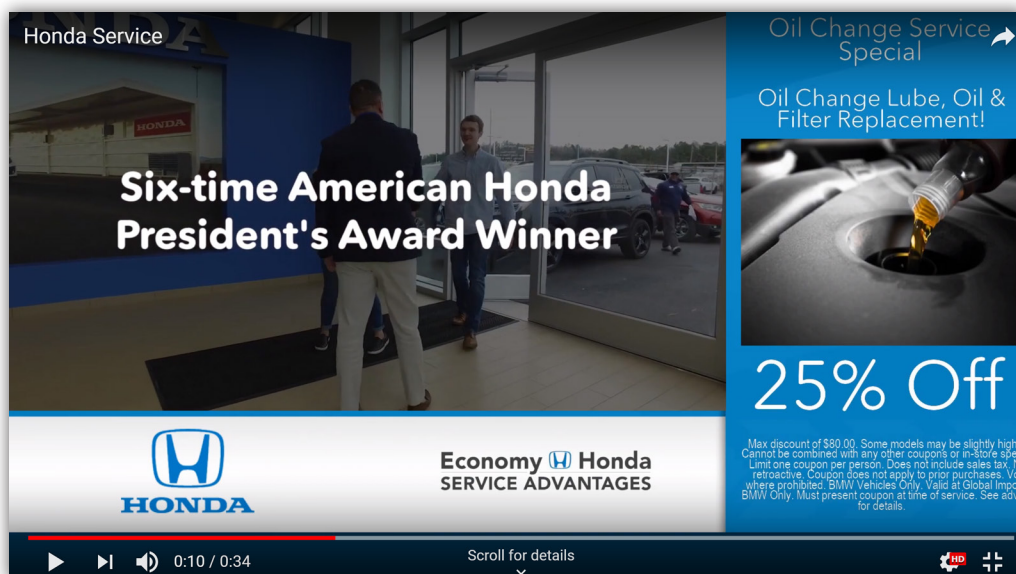
Tier II Utilization. The video personalization within a DMA also happens at scale. For example, there are 18 Hyundai dealers in the Atlanta DMA. With one campaign set-up, Force Marketing is able to create 18 different dealer campaigns that are PMA-specific, reaching audiences that are unique to that PMA and including inventory that is unique to that dealer. The videos can feature a national or regional message, so it provides continuity of message to the shopper.

This dealer's video that was shot on his webcam proved to be just as effective as agency-grade creative in driving click-throughs. The manager gave a personal 'Why Buy' testimonial that resonated with the consumer.



Building Trust. Instead of a stock photo and monthly payment, the videos offer actual vehicles on the dealer's lot. Credible advertising plays a large role in the trust relationship between dealer and consumer. The 'Why Buy' message should continue that reinforcement as well as the inclusion of real inventory with true pricing.

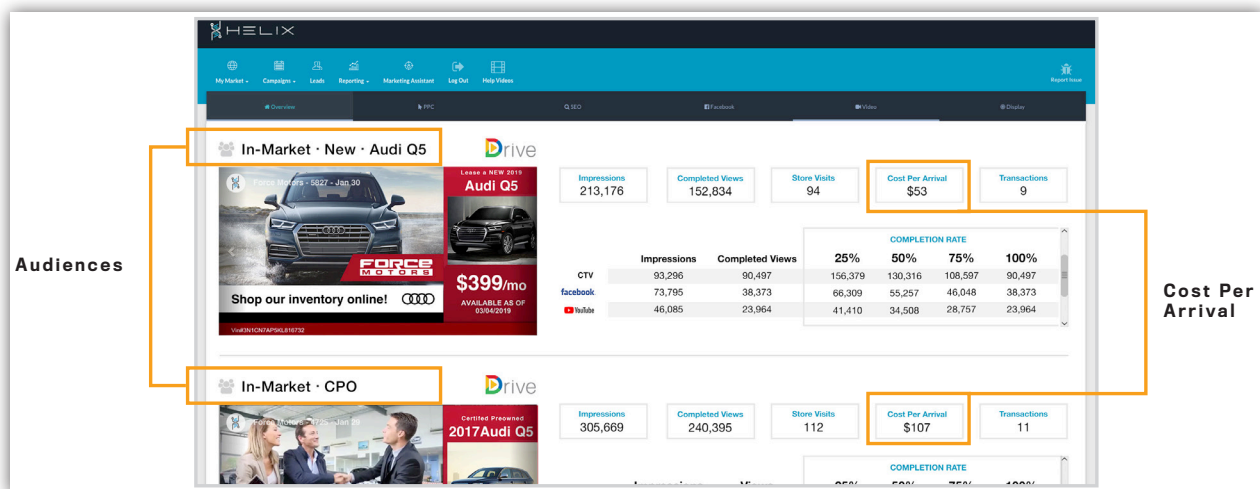
Fixed Ops Merchandising. Dealers can create audience segmentation on service customers; those who come in regularly, those who are inactive, and those who have never visited the store. The video product allows consumers to see personalized offers and connects them with a 'Why Buy' message: factory-certified technicians, OEM parts, etc.



Service Marketing. Weekly Strategy Calls Impact Business Outcomes. Complete transparency is provided on all metrics so dealers can see everything they need. Instead of reviewing metrics at weekly meetings, expected business outcomes and KPIs are addressed. *How were your weekend sales? What were you seeing in terms of traffic for each model? When does new inventory arrive?* Within 24 hours, changes are made to address any issues; adjusting marketing immediately to align with real-store scenarios.

Reporting. Available in real time, dealers can see the cost per completed view and view through rates. Currently, Drive dealers are averaging a 51% view through rate on videos 30 seconds or longer which is about double the industry average, and a 3-cent cost per completed view. But even more importantly, the reporting allows dealers to quantify the number of consumers who took action to visit the dealership for sales or service as a result of video ad engagement.

An Atlanta Tier II test market showed that the use of video significantly increased sales as compared to the segment average. Santa Fe sales increased 294% as compared to the non-luxury midsize SUV segment which only experienced a 5% increase. Tucson sales increased 35% vs non-luxury compact CUV segment when their segment sales were down by 8%.



¹Google/Ipsos, U.S., “How People Shop with YouTube” study, 18–64 year olds who go online at least once per month and have purchased a car in the last year (n=400), July 2018

What do dealers say about Drive?

“The video product is working great, and I love the Helix reporting tool that ties into my DMS. I want to spend the least and get the most. Third-party companies can be difficult because you don’t have a grasp on ROI. But Helix shows me how many customers came into the showroom, gross profit, basically an overall ROI so that I know how the products are working. I literally use Force Marketing for probably 80% of my monthly budget because of their performance. We are a high-volume Honda store in a competitive NJ market; I have to pay close attention to my spending.”

Mike Fanning
GM
Hamilton Honda