

SpinCar's Experiential Retargeting product leverages proprietary technology to replicate a showroom experience within an online ad format. When coupled with dynamic bidding algorithms and first-party behavioral data, SpinCar is able to deliver higher quality VDP views at a nearly 90% lower cost than traditional digital ad campaigns. Experiential retargeting is offered to dealers in two formats: 1. 360° WalkAround ads which allow consumers to take a virtual tour of every vehicle. A full 360° viewing experience is available directly in the ad unit, enabling shoppers to explore a vehicle without leaving the current website. 2. Feature Showcase ads highlight specific vehicle features that a consumer is most likely to be interested in. Content is personalized to each shopper, based on their demonstrated vehicle and feature interests. SpinCar blends dynamic bidding algorithms with the first-party behavioral data generated by their merchandising platform to deliver higher quality VDP views at a nearly 90% lower cost than traditional digital advertising campaigns. This retargeting platform is merchandise-specific, consumer-centric, and delivers a cross-device experience that is completely differentiated from the competitors.

The Problem:

First, most retargeting programs treat all website visitors equally, failing to differentiate between casual browsers and high intent shoppers. Secondly, traditional ads are vastly less compelling than the shopper's original website experience. Thirdly, the vast majority of retargeting ads employ a single image and generic vehicle descriptions which don't drive consumers to the website or differentiate the dealer's inventory.

How It Works:

For the first time, within an ad, prospective customers can receive 360° virtual vehicle tours and a personalized Feature Showcase based on their specific interests. In essence, the ad is a mini-VDP that retargets high-intent shoppers who have demonstrated interest and distinct preferences for this vehicle or similar vehicles on the dealer's site. Experiential Retargeting is leveraging proprietary digital merchandising technology to replicate a dealer's showroom experience within an online ad format. It's delivered in a high

Digital Marketing

Experiential Retargeting

A new technology solution which delivers personalized VDP experiences within remarketing ads directly to in-market shoppers, even after they leave a dealer's website.



"SpinCar's retargeting is above all else. My web traffic, VDP views and leads are up all thanks to SpinCar. The retargeting alone has accounted for over 1/3 of my VDP views on my new and used inventory."

Allison Frett
Marketing/IT Director
University Auto Center



www.SpinCar.com

"We are re-writing the book on digital merchandising by distributing interactive, immersive experiences directly to consumers in the ads they see on the most popular websites. We are thrilled to be revolutionizing digital automotive marketing."

Devin Daly
CEO and Co-Founder
SpinCar

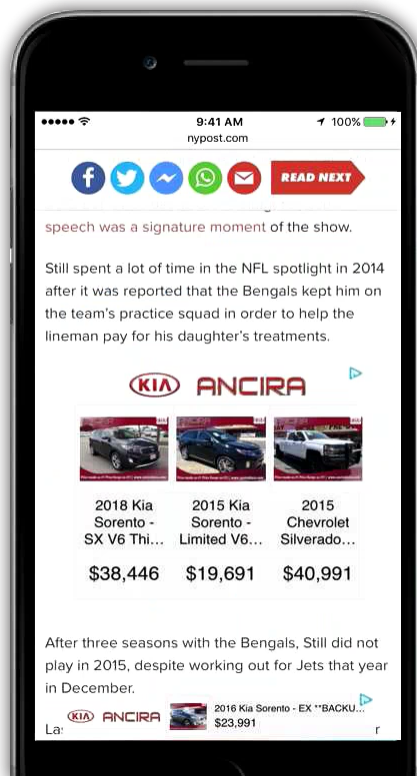
resolution, cross-device experience that offers interaction on every ad. The VINs and features the consumer receives in the ad units are directly responsive to their most recent shopping on the dealer's website.

Currently, SpinCar is offering its Experiential Retargeting product in two formats: 1. 360° WalkAround ads allow consumers to take a virtual tour by rotating the vehicle image to any viewing angle they desire. A high resolution 360° viewing experience is available directly inside the ad unit, creating thousands of remote mini VDP page features on vehicles they viewed on the dealer's website. This capability enables shoppers to explore a vehicle without leaving the website they are currently browsing, such as CNBC.com.

2. Feature Showcase ads highlight specific vehicles with features that a consumer has demonstrated interest in. Ad content is personalized to each shopper. Unlike traditional product-centric retargeting ads, SpinCar's feature-focused ads provide valuable information that can be used to determine if a particular vehicle meets a shopper's needs.

The newest component of the platform allows the ads to include feature tags (hotspots) and interior 360° panoramic views.

Targeting the Right Shopper. SpinCar's platform analyzes engagement metrics to understand which high-intent shoppers to target, as well as what VIN-specific content works best given their online behavior. For example, the engine will analyze how the shopper engages with the search results page. *Which of the 10 matching vehicles did they visit? Are they using a payment calculator? Are they clicking on hotspots?* What consumers look at, how long they spend dwelling and interacting, what they click on, and how they navigate helps to indicate what type of vehicle the shopper is most likely to buy and their level of interest.



Customer analytics is paired with a live inventory feed which enables SpinCar to pinpoint previously viewed vehicles and determine which additional vehicles meet the shopper's demonstrated behavioral criteria.

The interactive ad is immediately delivered as the shopper browses online.

Feature Showcase Ads. Shoppers can easily browse inventory and vehicle photos inside the ad. Features which the shopper has deemed important are prominently displayed on the ad. The algorithm also serves additional VINs that have the features that the consumer has demonstrated interest in.

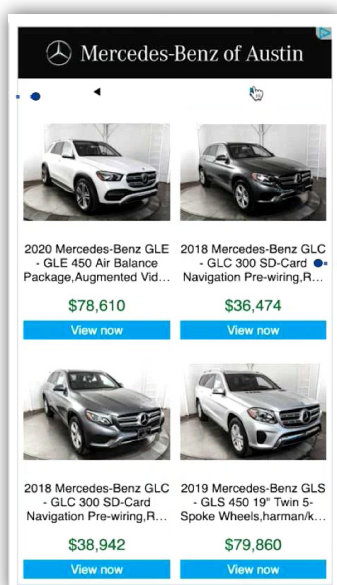


Highlighting the most relevant vehicle feature to drive high intent shoppers back to your website

360° WalkAround Experience. The retargeting ad displays a full and interactive 360° WalkAround of the vehicle so that the consumer can replicate a dealership experience. The shopper can interactively spin the car and read details on the features, enabling self-directed exploration.

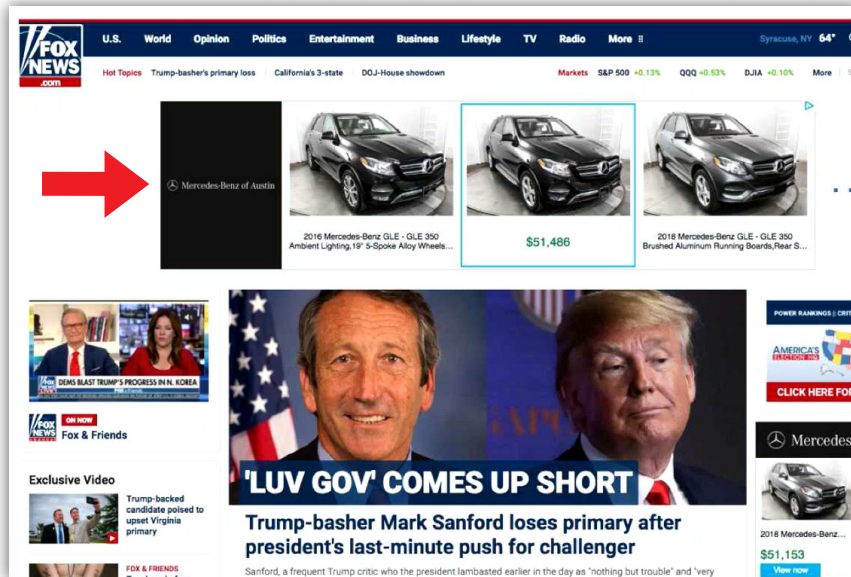


Featuring interactive 360° virtual walkarounds for a more engaging ad experience



Pay Per Click. Experiential Retargeting is a pay-per-click advertising package. Dealers pay only when the ads drive a shopper back to a VDP. Based on the VIN and feature-specific ad design, the shopper has significant information about the car before they click through the ad so, by clicking, they are indicating active consideration and readiness to buy. Providing an intelligent display ad in a pay-for-performance model based on incremental VDP views is much more aligned with the dealership's interests.

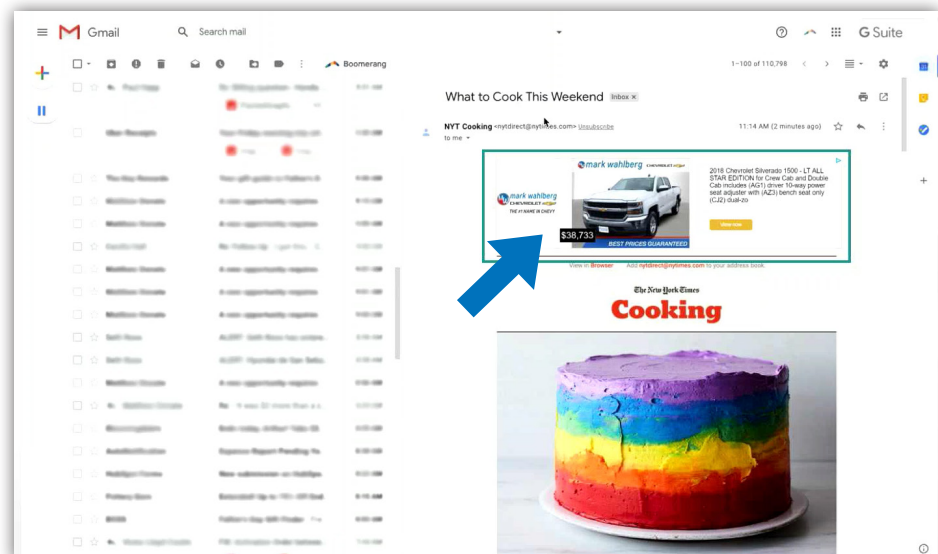
Premium Ad Space. SpinCar has access to premium inventory on popular consumer websites like USA Today, ESPN, CNN, and more; including formats like native advertising, pre-roll, and social media integration. If the ad is not seen quickly and prominently, the shopper may lose interest.



Fox News is one of the most trafficked sites in the US. Shown in this example is a large ad for Mercedes Benz (see red arrow). The ad displays the three vehicles that this particular shopper is most likely to buy based on their search behavior. This is a high impact ad that prevents competitors from infringing on the space.

Ads Within Third-Party Email. Full email integration provides the ability for SpinCar to deliver an ad to the consumer's inbox within a third-party email from providers such as Amazon, Travelocity, Groupon, and others. By using an Ad Exchange that sells ad space within emails, the visitor to the dealership website receives a personalized ad through a source that they trust or subscribe to.

Through their email, a subscriber to *New York Times* has opted in for cooking emails and receives a 'recipe of the day.' Inside of that email is delivered a Mark Wahlburg Chevrolet ad.



Ad Delivery. In retargeting, responsiveness is critical. SpinCar will continue to deliver custom content for up to 45 days after the shopper has last visited the site. The ad units will keep refreshing with the new inventory the dealer receives daily, while continuing to customize content based on previously demonstrated shopper preferences. The frequency of ads decreases over time to minimize irrelevance or the annoyance factor.

Reporting. As part of SpinCar's VINtelligent Retargeting platform, the dealer can expect a variety of measurement tools and support to ensure success. Performance reporting of all digital sources is provided, which is seamlessly integrated into Google Analytics. In addition, SpinCar provides a fully customized digital performance dashboard to monitor results and metrics.

What do dealers say about Experiential Retargeting?

"With Experiential Retargeting, we are retargeting key people that were viewing a specific vehicle and serving up high-value ads that are specific to the VIN and the feature images they were viewing on our site. Traffic has gone up considerably and return visitors have increased. I am constantly measuring whether my website traffic increases and if my leads and sales have increased. After 6 months, SpinCar retargeting is winning in all of those areas."

Al Gillespie

Chief Marketing Officer

Feldman Automotive Group