



AUTO MANUFACTURERS

VERTICAL PERFORMANCE INSIGHTS



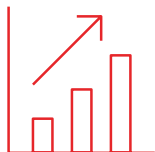
GOAL

Three of the top automotive manufacturers came to Perform Media to reach our unique audience of in-market auto shoppers - at scale via a marketplace driving efficient cost per engagements.



SOLUTION

Each of the top manufacturers leveraged Perform Media's unique ad formats, including our unique user pre-qualification model, targeting our engaged audience throughout the funnel process.



RESULTS

All three automotive manufacturers reached engaged buyers and scaled campaigns while maintaining high CVRs and exceeding cost per engagement goals.

Through our marketplace, these auto manufacturers captured a highly targeted audience of auto consumers, which they engaged with throughout the sales funnel, from discovery to research, through to purchase.

Campaigns scaled easily and continued to exceed performance goals - all campaigns exceeded conversion and cost per engagement goals, by up to 89%.



PERFORM
MEDIA

performmedia.com | info@performmedia.com



RESULTS

AUTO MANUFACTURERS - PERFORMANCE INSIGHTS

KEY PERFORM MEDIA AUTOMOTIVE MARKETPLACE STATS

44%

average marketplace CTR
39%-56% per advertiser

55%

below goal
12%-77% below target
per advertiser

44%

average marketplace CVR
30%-58% CVR per advertiser
vs industry avg 6%-8%

TOP PERFORMING PUBLISHERS FOR AUTOMOTIVE MARKETERS



Forbes

autobytel

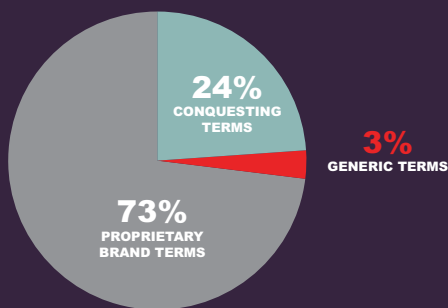
local.com

iMotors®

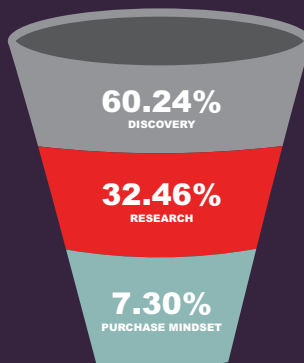


ADDITIONAL INSIGHTS

Post conversion actions by term type



Where conversions occur in the sales funnel



37%

of users take more than one action after clicking an add

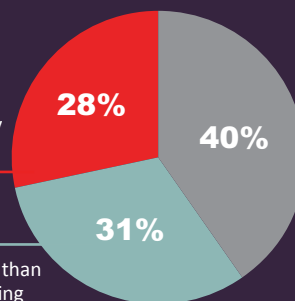


25% of users engage with one brand but take action with another brand, of those:



28% of users take more than one action on generic terms, generally 3-4 actions but up to 43

31% of users take more than one action on conquesting terms, generally 4-5 actions but up to 53



40% of users take more than one action on brand terms, generally 3-4 actions (but up to 88!)



PERFORM
MEDIA