Auto Aftermarketing

2021 MEDIA KIT

Media Solutions That Efficiently Deliver Your Brand Messages to:

- Repair Shop Decision Makers
- Heavy Duty & Fleet Audiences
- Consumers In-Market for Parts or Service

MontAd MEDIA

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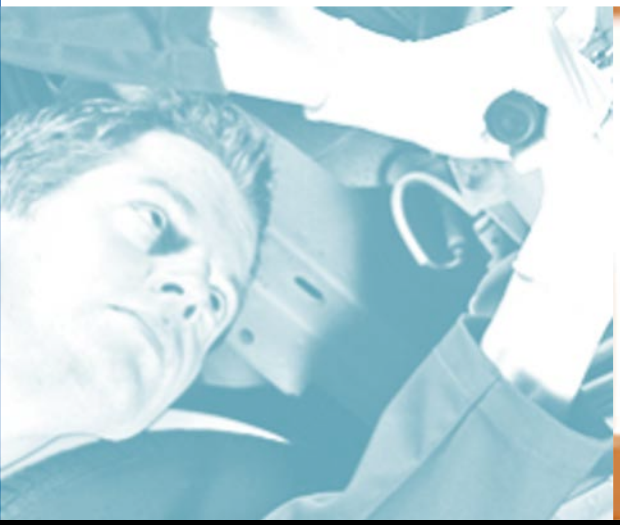
Audience-Focused Digital Display Marketing

We use our **exclusive data platforms** to find the exact right audiences for your parts or services.

We deliver your brand message with programmatic digital ads to them **whenever and wherever they go online.**

You grow **brand preference, sales** and **market share.**



Shop Reach 360

Higher return on ad spend for trade marketing campaigns

REACH

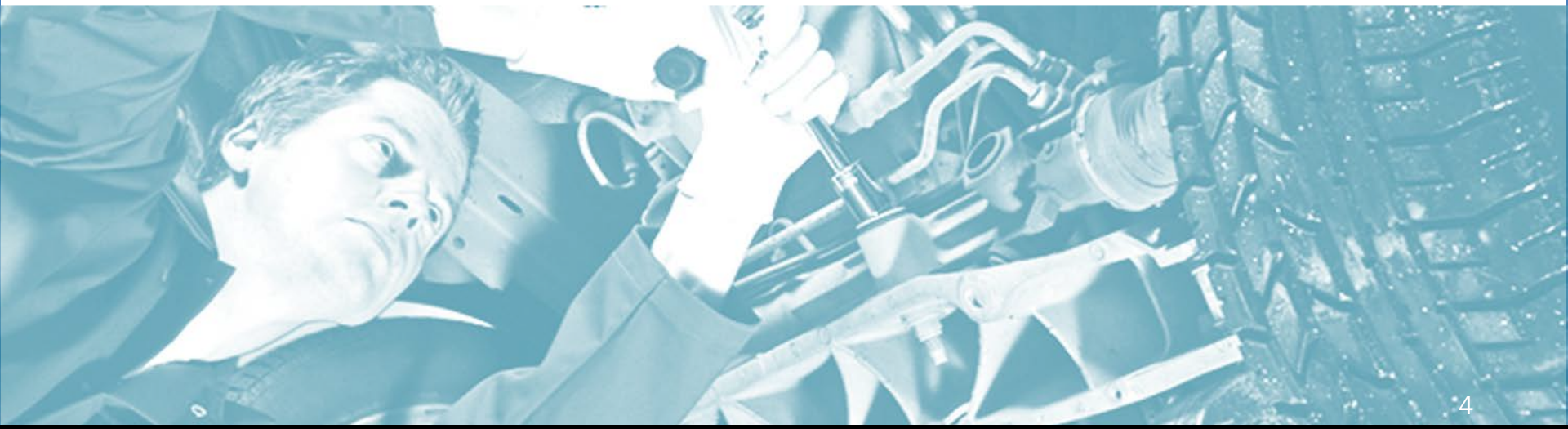
360,000+ Repair Shop Decision Makers

- Mechanics
- Technicians
- Repair Shop Owners
- Service Writers

FREQUENCY

Build Awareness & Trigger Action

Shop Reach 360 delivers programmatic display ads with much more frequency than other trade marketing media for about 1/3 the CPM cost



Shop Reach 360

87.4% of techs use their phones for work in their bays*

Our patented technology finds them and allows you to connect them to your brand

- IP targeting of over 150,000 shops
- Exclusive device ID targeting of over 300,000 professional technicians
- Ability to target techs based on application specific online repair research
- Exclusive database of diagnostic specialists
- Hyper targeted campaigns to the techs who spec the exact parts you sell
- Geo-focused campaigns around retail and counter locations

*Source IMR Inc.

Shop Reach 360

CASE HISTORY

Marketing Challenge: A large manufacturer wanted to **support a new product launch** in partnership **with NAPA.**

MontAd Solution: We **identified repair shops within the service footprint of all NAPA counters.** We also were able to target techs near NAPA counters who were researching repair issues related to the parts line.

Results: ShopReach delivered ads to the targeted trade audiences promoting the line and reported back campaign engagement by zip code. This allowed the client to effectively track sales. The counters that participated in the campaign had a **42% sales increase** vs. the control counters.

Shop Reach 360

CASE HISTORY

Marketing Challenge: A large manufacturer wanted to **reach repair pros that work on European vehicles.** There is no off-the-shelf solution to reach this audience.

MontAd Solution: We **identified repair shops and technicians who work on European vehicles**. Then we used ShopReach360 to deliver digital display ads to this audience.

Results: ShopReach delivered ads to the targeted trade audiences with far greater precision and greater frequency than other digital media. The result was **31% greater engagement** at a **22% lower CPC** than other digital media solutions.

Heavy Duty Connect

Revolutionary way to reach fleet and heavy-duty parts buyers

REACH

- Commercial Vehicle & Fleet Managers
- Heavy Duty Mechanics & Technicians
- Other Niche Commercial Vehicle Audiences

Patented data technology enables hyper focused targeting of fleet and heavy-duty parts buyers.

Heavy Duty Connect

Reach the exact buyers who need the parts you sell for **1/3 the cost** of other options

Our patented technology finds them so you can connect them to your brand

- Fleet and fleet parts managers based on the vehicles in their fleets
- Heavy parts buyers researching specific parts or repair issues
- Government fleet managers including school bus fleets
- Heavy, medium duty and light duty fleets

Heavy Duty Connect

CASE HISTORY

Marketing Challenge: A major manufacturer of **heavy-duty brakes and wheel end** parts wanted a more efficient way to reach buyers. The heavy-duty **audience is fragmented and hard to reach.**

MontAd Solution: We created **35 custom segments** of heavy-duty brake and wheel end buyers. Programmatic ads were deployed at **very efficient CPMs**.

Results: The campaign achieved **over 250% lift for every metric measured:** Cost per Click, View-Through Clicks, Cost per Engagement and Cost per Conversion.

Heavy Duty Connect

CASE HISTORY

Marketing Challenge: A manufacturer of heavy-duty replacement parts was rolling out a new line of truck **diesel particulate filters for category 6** and up. They wanted to quickly get their product advantages message to HD parts buyers but did not offer full vehicle coverage.

MontAd Solution: A special landing page was built for the campaign. A conversion was defined as click on a "where to buy" button. Using Audience ID technology, we were able to identify **HD techs and parts managers researching DPF filters** for the truck lines they covered.

Results: The campaign delivered **a cost per landing page visit of only $4.08** and a **47.79% conversion rate**. It delivered **1,245 conversions for a cost of $8.43 each.**

Audience ID

Patented technology determines purchase intent of in-market consumers

REACH consumers who are ready to buy parts or service using advanced intent AI targeting technology

- Brakes and Brake Service
- Shocks and Struts
- Fuel Pumps
- Hubs and Wheel Bearings
- Check Engine Light
- Belts and Hoses
- Chassis Parts
- Car Detailing Products
- Classic Car Owners
- Wiper Blades

Audience ID

Patented AI purchase intent technology drives higher ROI

Ads served with intent deliver

32% higher lift in ad recall and

100% higher lift in purchase intent

vs demographic targeting*

* Source Think Google August 2020

Audience ID

CASE HISTORY

Marketing Challenge: A leading brand was **introducing a new wiper blade** with unique technology. They were **partnering with Advance Auto Parts** for the launch. With a limited budget they needed a way to target people most likely to buy.

MontAd Solution: We applied Audience ID, which uses A.I. and machine learning, to **build an audience** of people who **lived near Advance locations** and were most **likely to be in-market** for blades. Digital display ads were then deployed with great efficiency to just those people.

Results: Our client's key metric was brand engagement as measured by clicks to the Advance Auto Parts page. Clicks to AAP were **+69% over previous campaigns.**

Audience ID

CASE HISTORY

Marketing Challenge: A well know manufacturer of **shocks and struts** wanted to increase business and market share during the early days of the COVID pandemic. They also wanted to promote their brand to consumers owning specific vehicle brands.

MontAd Solution: We built custom audiences of **consumers in-market for shocks and struts** for the for the focused brands as well as those in-market for the parts for other brands.

Results: The campaign delivered a **cost per visit of $2.12** but most importantly their **sales increased year over year** in the middle of the COVID crisis.

Analytics and Attribution

We analyze the effectiveness of our campaigns and provide our customers with reports & campaign statistics.

Using a combination of **web analytics, ad tracking,** and **landing pages** allows us to:

- Apply in-campaign performance monitoring and optimization
- Understand attribution by channel and ad creative
- Review campaign effectiveness vs KPIs and objectives
- Learn how target audiences respond to campaigns
- Understand what elements of a campaign work well (or not so well)
- Provide valuable learnings for future campaigns

Additional Services

- Landing pages that convert
- Landing page hosting and promotional URL development
- Professional banner ad development
- Marketing consultation
- Advanced analytical services

Smarter Auto Aftermarketing Delivers Better Campaign Results

Take advantage of our experience and expertise

Learn More at **AutoAftermarketing.com**

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