

Automotive Case Study

NAF Digital

Campaign Objective

- **Brand Awareness**

- Increase brand awareness at the regional level
- Inform users in specified DMAs of special promotional offers

- **Sales Leads**

- Generate new sales leads for various regional automotive groups through a customer form submission
- Encourage users to go into dealership locations for test drive offers

Campaign Results

- Over **20,000,000** impressions served over a three month period
 - Due to NAF Digital's ability to scale
- Behavioral targeted placements yielded a **50% higher**
 - Due to NAF Digital's data quality and optimization best practices
 - Auto BT generated a CTR of .12% while non-targeted traffic generated a CTR of .07%
- Behavioral targeted placements yielded a **50% higher interaction rate**
 - Due to NAF Digital's data quality and optimization best practices

NAF Digital Unique Value Proposition

- **Traffic Quality**

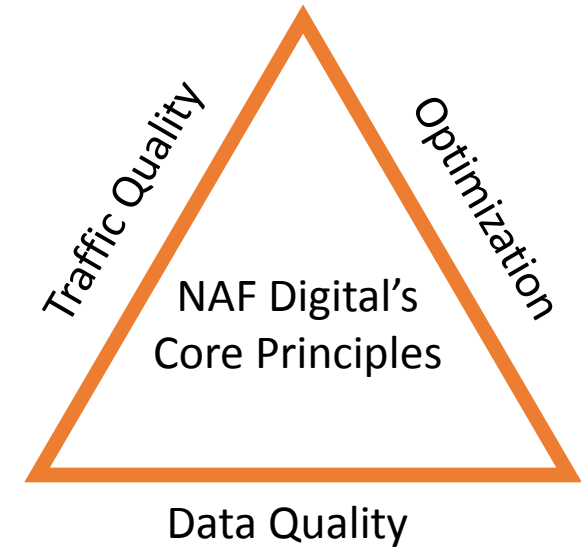
- Premium top comScore 50 network
 - Site specific ad placements
 - Double Verify implementation
- Scalability

- **Data Quality**

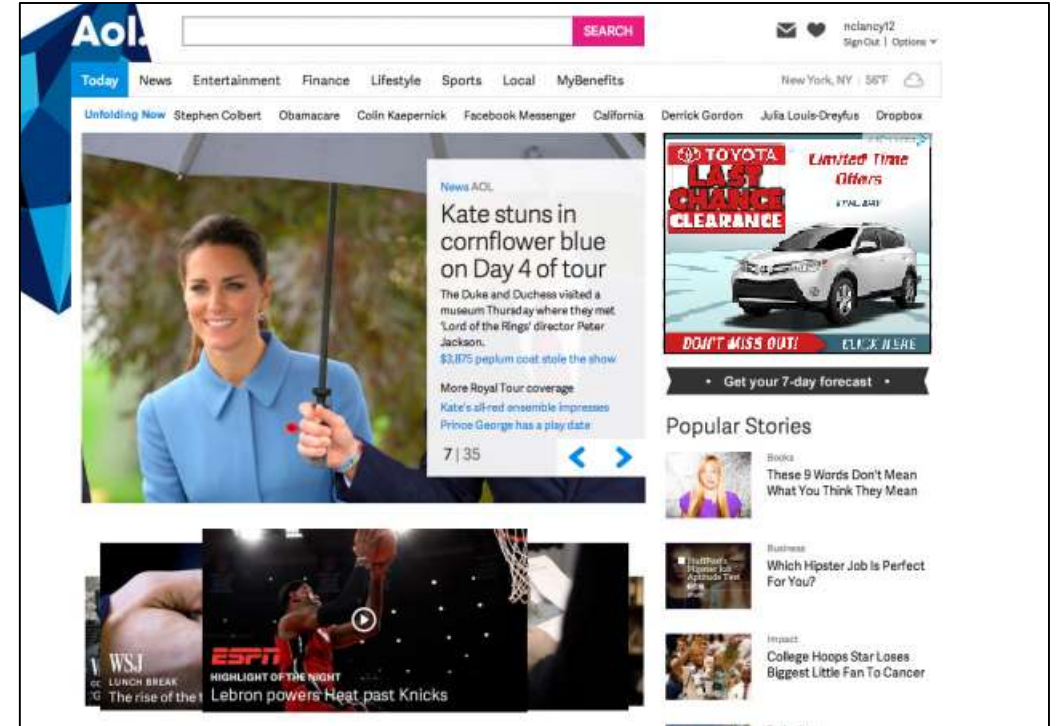
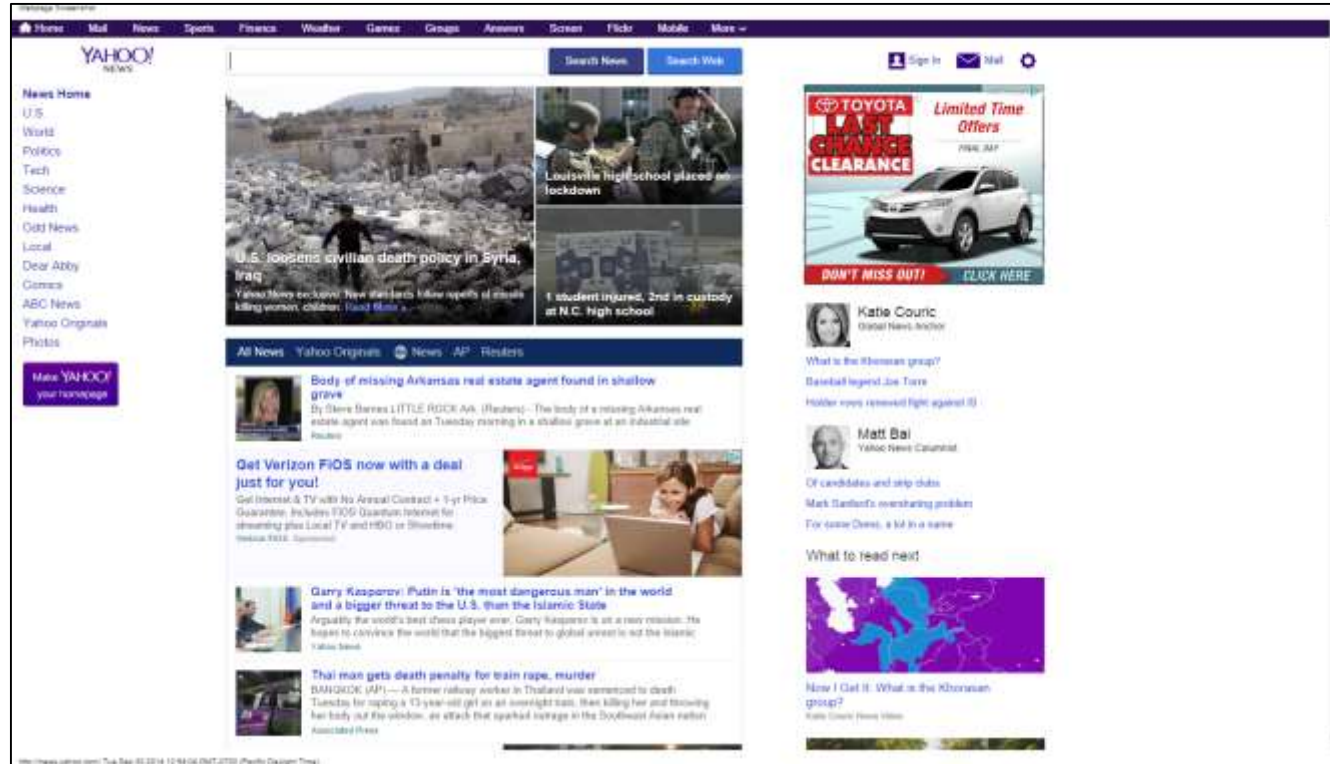
- Geo-target ad placements to 40 DMA's
- Behavioral target automotive users
- Demographic targeting

- **Optimization**

- Daily system reports
- System adaptability



Sample Banner Placements



We Focus On You!



Analyze
Identify
Client
Objectives
and Goals



Create
Custom
Campaign
to
Meet Goals



Implement
Campaign



Monitor
Campaign
Delivery
Daily



Optimize
Campaign
For Maximum
Performance



Results
Provide
ROI Analysis

Contact Us Today

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