

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**

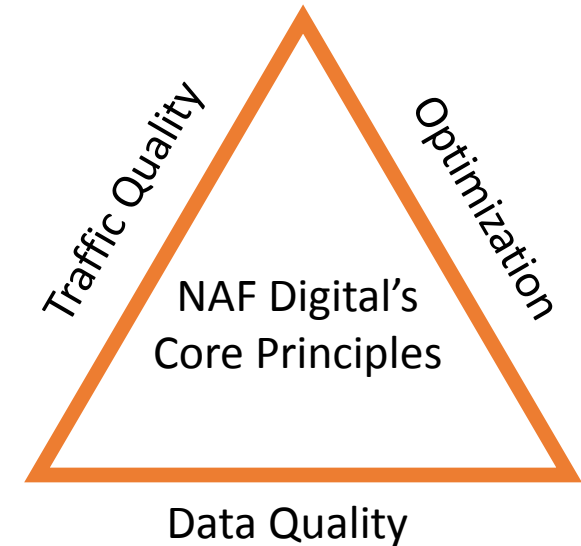
- Premium top comScore 50 network
 - Site specific ad placements
 - Double Verify implementation
- Scalability

- **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

The screenshot shows the Yahoo! News homepage. At the top, there are navigation links for Home, Mail, News, Sports, Finance, Weather, Games, Groups, Answers, Screen, Flickr, Mobile, and More. The main content area features several news stories with images and headlines. A prominent advertisement for Toyota is visible, featuring a white SUV and the text "TOYOTA LAST CHANCE CLEARANCE". Below the ad, there are sections for "What to read next" and "Popular Stories".

News Home
U.S.
World
Politics
Tech
Science
Health
Odd News
Local
Dear Abby
Comics
ABC News
Yahoo Originals
Photos

Search News Search Web

U.S. loosens civilian death policy in Syria, Iraq
Louisville high school placed in lockdown
1 student injured, 2nd in custody at N.C. high school

Body of missing Arkansas real estate agent found in shallow grave
Get Verizon FiOS now with a deal just for you!
Garry Kasparov: Putin is 'the most dangerous man' in the world and a bigger threat to the U.S. than the Islamic State
Thai man gets death penalty for train rape, murder

TOYOTA Limited Time Offers
LAST CHANCE CLEARANCE
DON'T MISS OUT! CLICK HERE

Katie Couric
Global News Anchor
What is the Khronos group?
Baseball legend Joe Torre
Holder vows renewed fight against ISIS

Matt Bai
Yahoo News Columnist
Of candidates and strip clubs
Mark Sanford's oversharing problem
For some Dems, a bit in a name

What to read next

New! Get it. What is the Khronos group?

The screenshot shows the AOL News homepage. At the top, there are navigation links for Today, News, Entertainment, Finance, Lifestyle, Sports, Local, and MyBenefits. The main content area features a large featured article with a photo of a woman in a blue dress and the headline "Kate stuns in cornflower blue on Day 4 of tour". To the right of the article is a Toyota advertisement. Below the article, there are sections for "Popular Stories" and "What to read next".

Today News Entertainment Finance Lifestyle Sports Local MyBenefits

Unfolding Now Stephen Colbert Obamacare Colin Kaepernick Facebook Messenger California Derrick Gordon Julia Louis-Dreyfus Dropbox

Kate stuns in cornflower blue on Day 4 of tour
The Duke and Duchess visited a museum Thursday where they met 'Lord of the Rings' director Peter Jackson.
\$3,875 peplum coat stole the show
More Royal Tour coverage
Kate's all-red ensemble impresses
Prince George has a play date
7 | 35

TOYOTA Limited Time Offers
LAST CHANCE CLEARANCE
DON'T MISS OUT! CLICK HERE

Popular Stories

Books
These 9 Words Don't Mean What You Think They Mean

Business
Which Hipster Job is Perfect For You?

Impact
College Hoops Star Loses Biggest Little Fan To Cancer

WSJ LUNCH BREAK
The rise of the

ESPN HIGHLIGHT OF THE NIGHT
Lebron powers Heat past Knicks

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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