



**Full-Service Digital Campaign Solutions:**

- Email Campaigns
- Cross-Channel Campaigns
  - Display
  - Mobile
  - Social Media

Integrated media campaigns drive stronger performance generating on average a 30% lift over single channel campaigns<sup>1</sup>

Our Automotive Digital Program does more than deliver your messages; it puts them directly into the hands of the people most likely to read them and take action. We use powerful data to target in-market consumers and pinpoint your ideal prospects with incredible accuracy. Our media experts then help create a custom campaign targeted directly to those potential buyers, and delivers those messages, efficiently and cost-effectively, the way each consumer prefers to receive them; using email or a combination of display, mobile and social media.

**Why Our Automotive Program?**

**Our Data and 1:1 Approach:** We consolidate the best data out there to find your “in-market” prospects within your PMA who show a readiness to buy based on their online activity. Then, we surround those potential buyers with your message through a coordinated email or cross-device digital campaign.

**Verification Measurement:** Our match-back process allows us to validate transactions. If you tell us *WHO* transacted during the campaign period, we can confirm which consumers also received an ad.

**Stronger Response, Lower Costs:** A single, integrated approach with one partner means fewer production costs/challenges, utilization of fewer resources and improved ROI.

No one drives more sales, more efficiently than RedPlum.

**Leader in Intelligent Media Delivery**



**Response Analytics**  
Analyzing success and predicting performance



**Consumer Targeting**  
Investing \$15MM+ annually on data



**Rooted in postal**  
Reaching 9 out of 10 U.S. households



**Digital Marketing**  
Outperforming the industry on media quality and dealer visits

## Best-in-Class Delivery: Digital Campaign Options

### Email Campaigns

- Targeting consistent with print:
  - PMA and demographics
- Low barrier to entry
  - Competitive pricing and high ROI
- Email drives:
  - Customer engagement
  - Brand awareness
  - Dealer visits (sales)
- Streamlined ad copy process - we convert your print creative into email

### Cross Channel Campaigns

- Delivered to your target audience in the way they want to receive it:
  - Display
  - Mobile
  - Facebook
- Cross Channel programs improve:
  - Customer acquisition
  - Sales
  - Market share

## Case Study: New York-based Dealership<sup>2</sup> Print + Cross Channel

<b>PROBLEM</b>	A dealership in the New York Metro area found that radio and print ads were becoming increasingly cost prohibitive and less impactful on their success metric.
<b>SOLUTION</b>	Valassis Digital offered a single partner solution to build custom audiences and reach prospect through a cross channel approach. Valassis' creative and account management teams ensured a fully managed process so the dealership could focus on their business.
<b>RESULTS</b>	By targeting the right in-market auto shoppers with specific promotions across every screen, Valassis successfully drove high quality traffic to the dealership and increased direct inquiries to the sales teams. Additionally, Valassis was able to validate dealer visits through a unique match-back process. Overall, Valassis created a unified digital presence so that the dealer's value proposition was direct and consistent wherever their prospects chose to consume media. Results for campaigns such as this one typically drive a lift in the range of 30% over single channel campaigns.