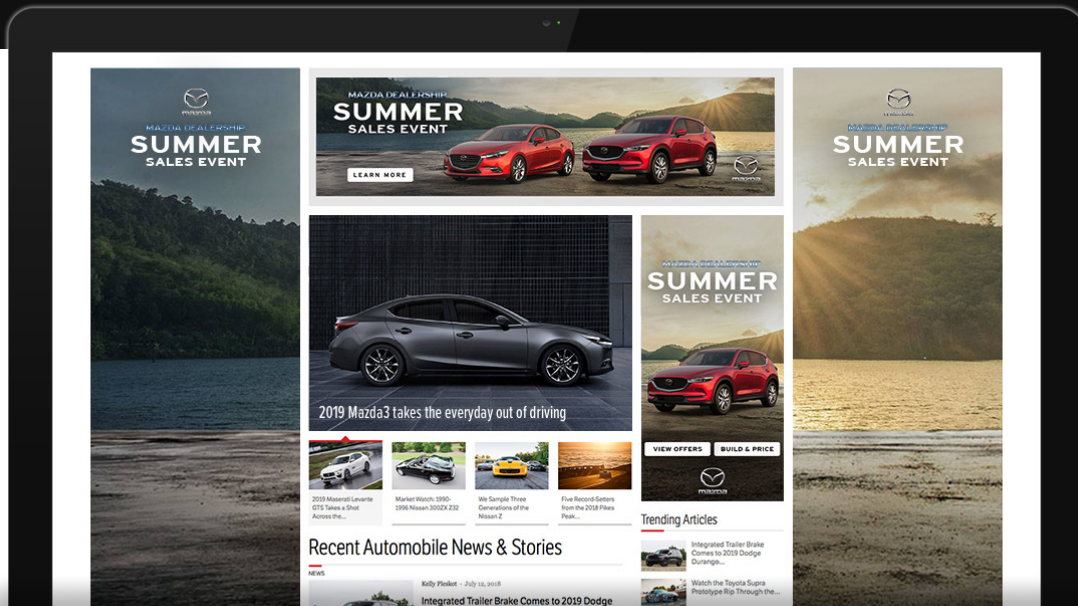


# BEST PRACTICE SERIES: DISPLAY

Seventy-nine percent of time online is spent outside of search and across different websites. Twenty-one percent of time is spent searching. Display excels at bringing consumers from "consideration" to "action" and helping maintain loyalty.



## ✓ TARGETING TACTICS

### Behavioral

Drive higher consideration among people who are actively researching and intending to buy products and services you offer.

### Contextual

Use keywords to show ads to people who are visiting or have visited websites with content that's contextually relevant to those keywords.

### Remarketing

Re-engage users who previously visited your site and show them relevant ads across the web.

## ✓ LINKING

### Relevant Linking

These ads should be linked to relevant pages within your website.

- Model specific landing pages
- Specials pages

## ✓ MESSAGING

### Branded

Messages and slogans should be relevant to the dealership.

### Why Buys

What makes your dealership different? What can you offer that the dealer down the road?

### Incentives/OEM Offers

Show finance offers or lease payments on your ads.

## ✓ REPORTING

### Industry Benchmarks

- Google Benchmark CTR 0.60%
- Mazda Benchmark CTR 0.28% (YTD)

\* When utilizing display it is important to ask if the provider used the Google Display Network (GDN) or their own proprietary network. GDN outperforms other display platforms. This does not generally apply when implementing Dynamic Display strategies.