

Hello. We're Constellation Agency, an elite digital marketing offering for the automotive industry.

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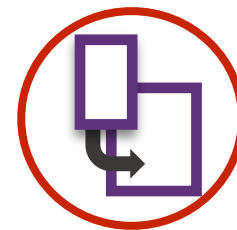
OFFERINGS OVERVIEW

Constellation Agency provides multi-channel digital marketing packages to reach in-market shoppers. We utilize **powerful targeting** using Oracle/Polk data to reach max in-market customers, and **multi-channel** campaigns that run across various devices and platforms. We produce engaging in-house **creative** assets and leverage the latest in dynamic **ad-technology** to build campaigns that drive **proven results**.



PAID SOCIAL

Powerful paid media campaigns leveraging Oracle data and the latest ad formats across Facebook and Instagram.



DYNAMIC VIN ADS

Ads across social and search that dynamically feature your inventory and drive straight to VDP's.



PAID SEARCH

Intent based paid media campaign structured to follow how people use search engines to shop for and ultimately buy automobiles.



CREATIVE DESIGN

Agency-trained Art Directors and Creative Designers will develop custom assets.



DISPLAY

Utilizing data points and placement options to target shoppers while they travel around the web.



VIDEO PRODUCTION

Create beautiful custom video content showcasing your dealership's staff, facilities and inventory.



PRE-ROLL

Media management and creative development of YouTube pre-roll video for product and brand awareness.



CONNECTED TV

A highly targeted way to connect with people via Roku, Amazon Firestick, X-Box, smart TV's and others.

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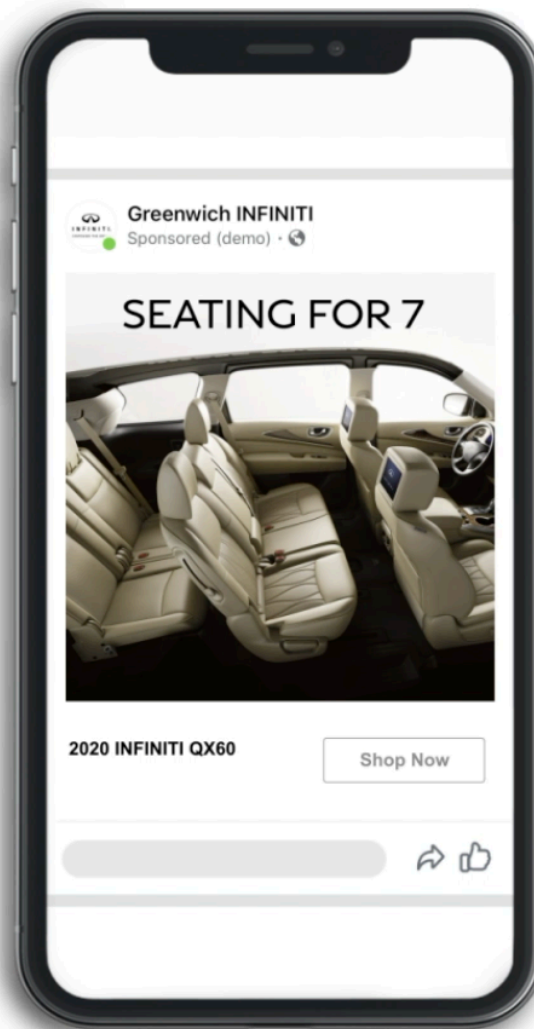
SOCIAL: FULL FUNNEL APPROACH & CREATIVE CAPABILITIES

AWARENESS



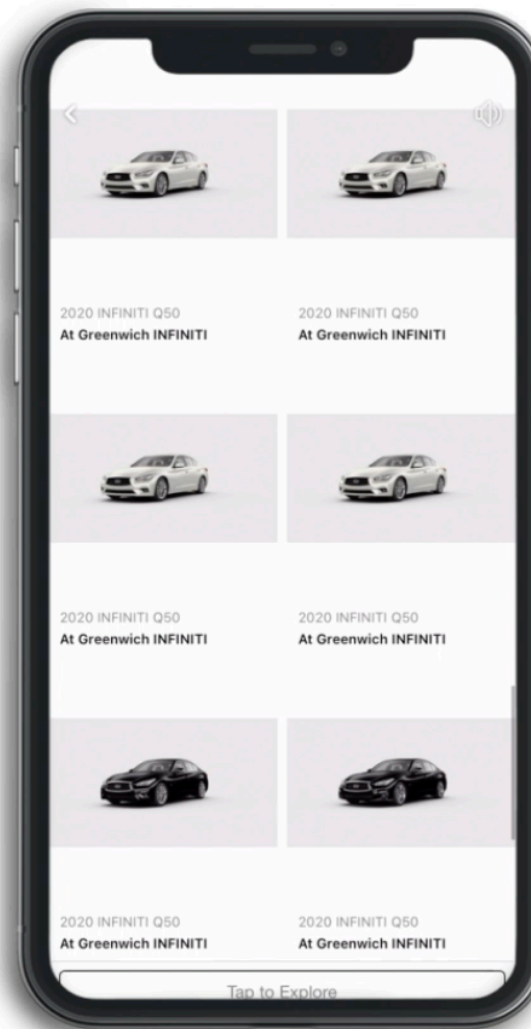
CANVAS

CONSIDERATION

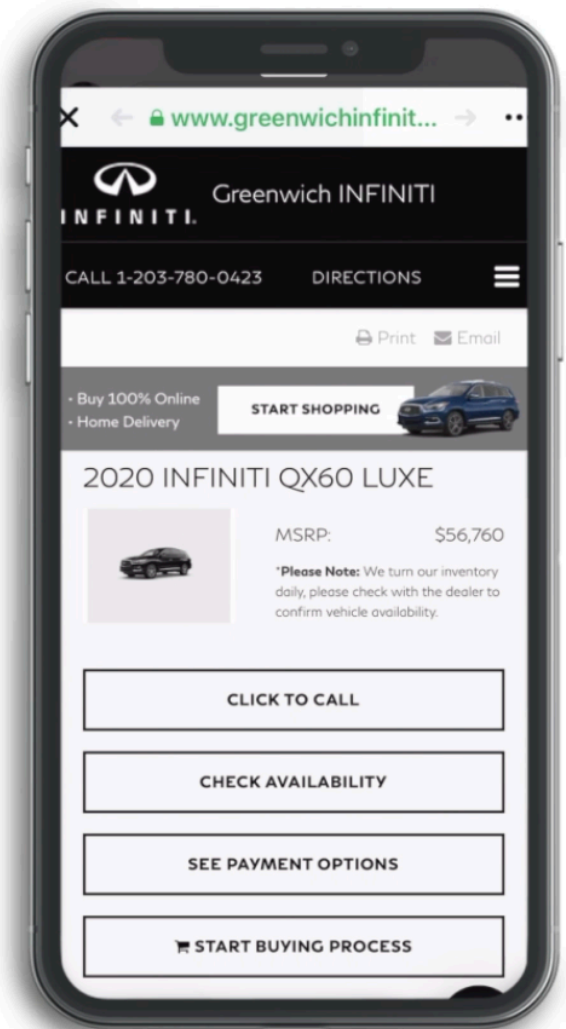


CAROUSEL

INTENT



COLLECTION



DYNAMIC RETARGETING

Powerful paid media campaigns leveraging privileged **Oracle data** and the latest ad formats across Facebook and Instagram

We provide **thumb-stopping creative** courtesy of our agency-trained Art Directors and Creative Designers.

Ads that dynamically feature your inventory and drive straight to VDP's

- **30-50 ads** all targeted using paid media
- Focused on reaching **incremental** customers
- Hypertargeting **niche audiences**
- Model-focused **conquesting**
- **20-50+ ads per month**

Image Ads

Traffic Ads

Canvas Ads

360 Video Ads

Video Ads

Collection Ads

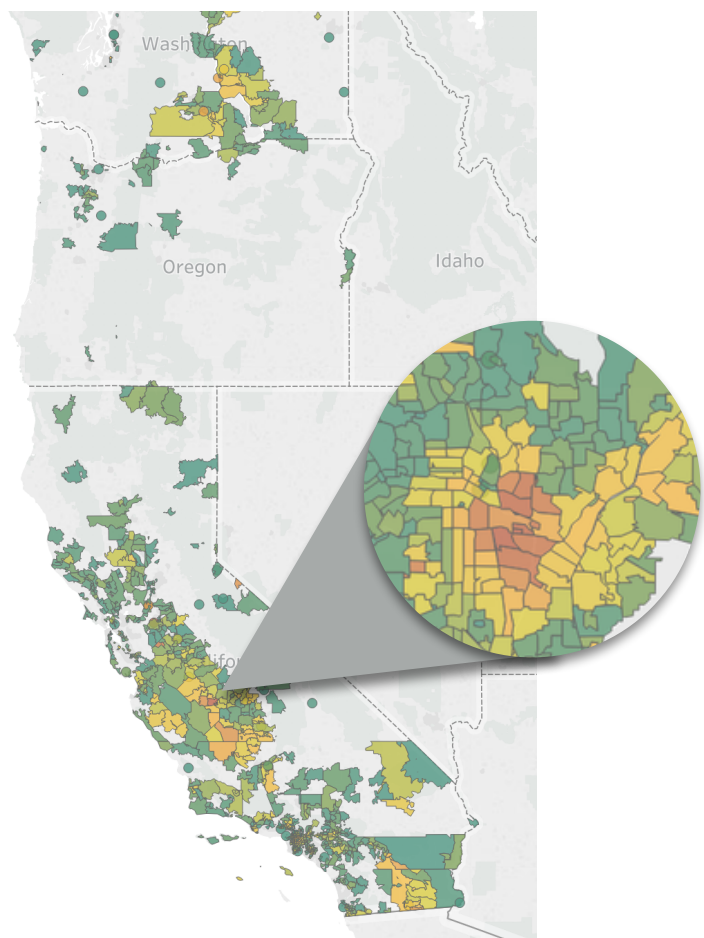
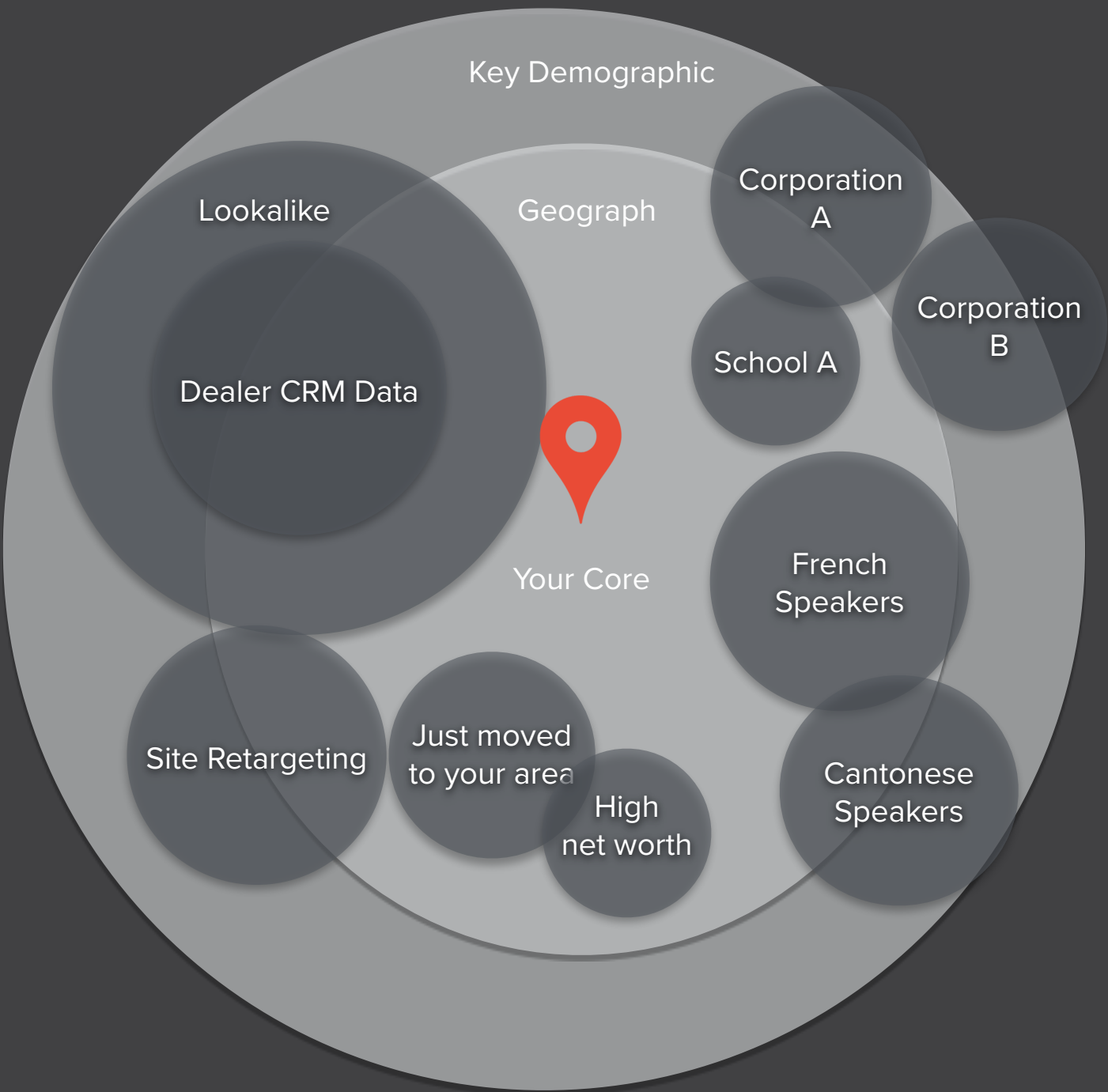
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Your core audiences are comprised of many varied sub-segments, which social media targeting allows you to separate and reach with individualized messaging.

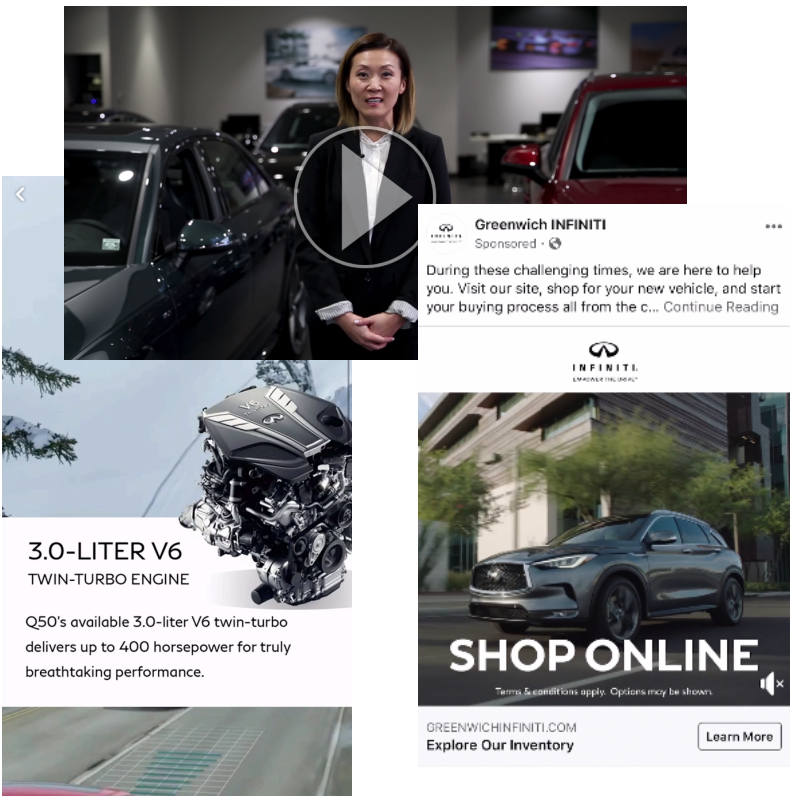
This segmentation creates a highly customized user experience.

Advanced audience layering techniques enhance user qualification across retention and prospecting.



Research Phase

Our strategy team conducts demographic research on the areas near your dealership.



Creative Development

We specialize in developing creative assets which are designed to engage and attract key audiences.



SEM CAPABILITIES



Intent-driven



Ongoing strategy calls with the client. Not just data dumps



Granular approach



Multiple eye-balls on every account



Open structure bidding algorithm



Focus on quality score to reduce cost per click



Daily alert emails to inform optimizations



Ongoing split testing of ad copy, keywords, and landing pages

Campaign Attribution and Performance Tools



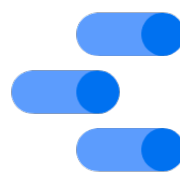
Google Tag Manager



Google Analytics



Looker



Google Data Studio

Campaign Setup Tools



Optmyzr



Google Ads



Bing Ads



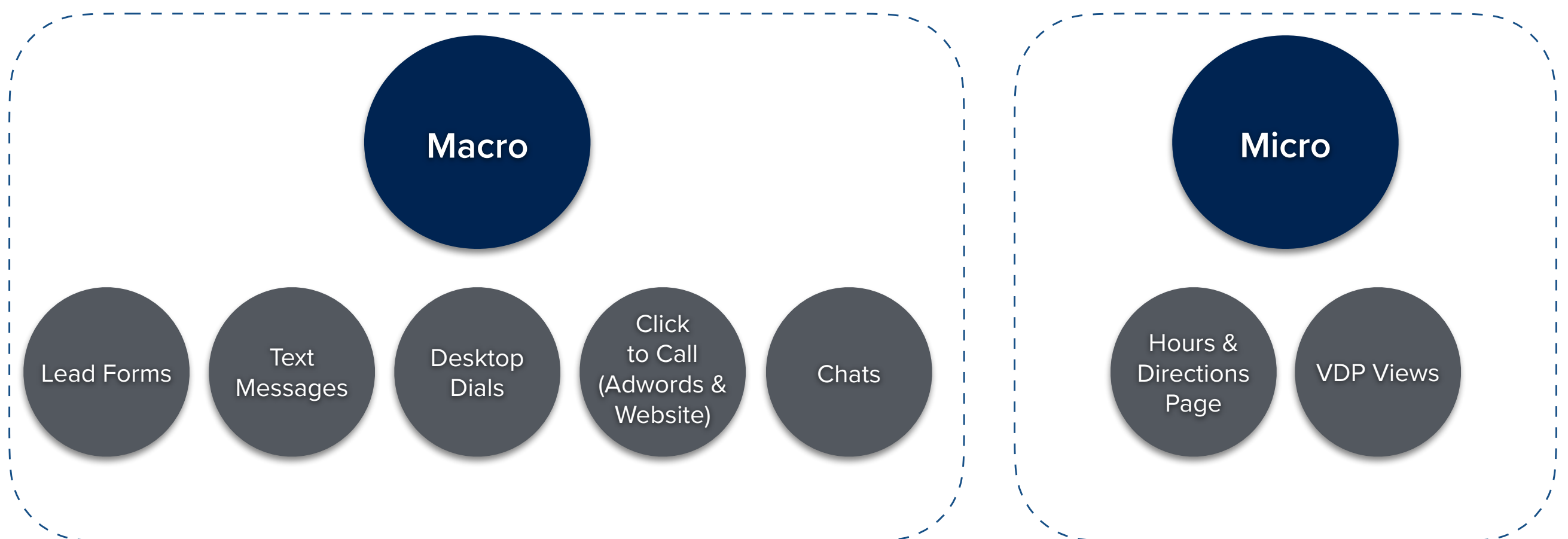
Dexi

StackAdapt

StackAdapt



A successful campaign cannot be measured solely based on traffic. We focus on the following conversions to drive in-market buyers to retailers:

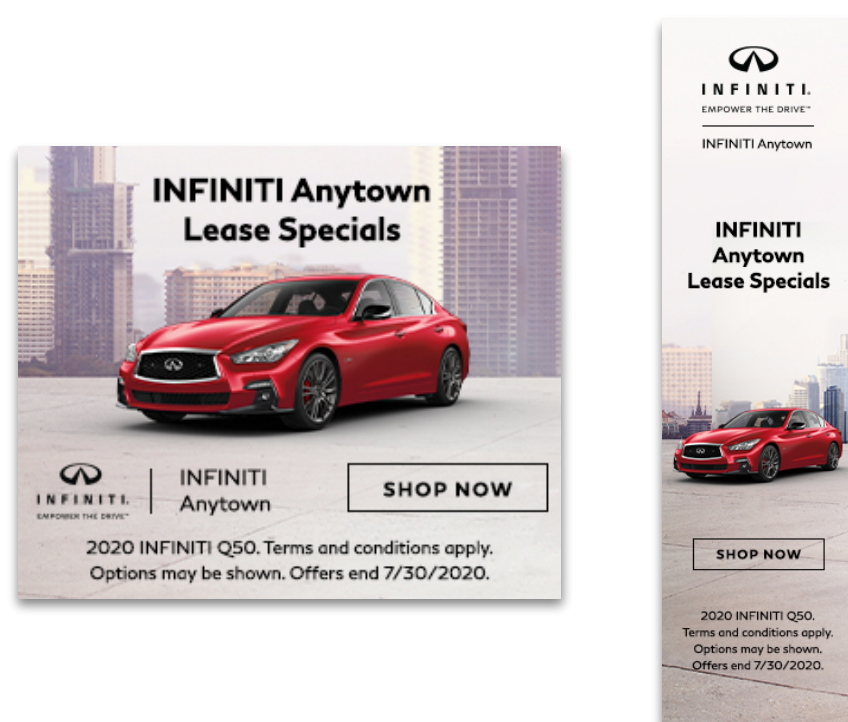
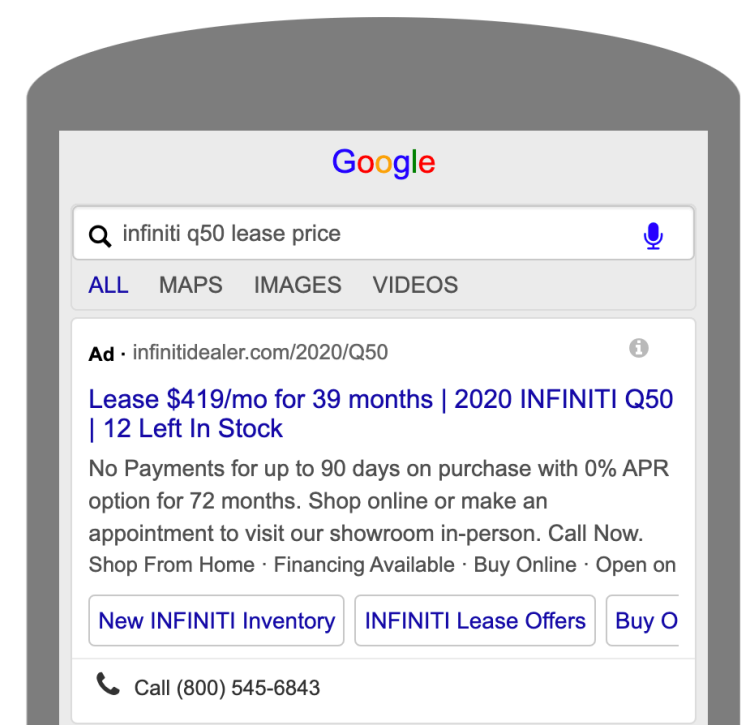


Our targeting and keyword strategy is extremely granular.

Our Campaign Structure consists of up to
**60-100 Campaigns, 350-500 Ads, and
2,500-3,000 Keywords**

We advertise only what's in stock using machine learning.
This can include:

**Pricing Information (eg. Lease Price),
In-Stock, Trim Level, Color, and More**



Highly segmented audiences allow for **higher levels of engagement**

Display techniques designed to **focus only on high value user segments** - and not on wasteful, inefficient broad targeting campaigns



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REPORTING & KPI'S



Traffic Results by Target Audience

Name	Audience	Link Clicks	Ctr
1 2018_Nov_Biener Audi_WebConv_Lookalike_All Placements	Lookalike	2,237	1.57%
2 2018_Oct_Biener Audi_WebConv_Lookalike_All Placements	Lookalike	810	2.21%
3 2018_Sep_Biener Audi_WebConv_Lease_All Placements	Lease	780	1.32%
4 2018_Oct_Biener Audi_WebConv_Lease_All Placements	Lease	669	2.12%
5 2018_Sep_Biener Audi_WebConv_Retargeting_All Placements	Retargeting	638	2.10%
6 2018_Dec_Biener Audi_WebConv_Lookalike - Copy	Lookalike	565	1.91%
7 2018_Oct_Biener Audi_WebConv_Retargeting_All Placements	Retargeting	507	2.06%
8 2018_Nov_Biener Audi_WebConv_Retargeting_All Placements	Retargeting	334	2.83%
9 2018_Sep_Biener Audi_WebConv_Highline_All Placements	Highline	237	1.33%
10 2018_Oct_Biener Audi_WebConv_Highline_All Placements	Highline	236	1.62%
11 2018_Nov_Biener Audi_WebConv_Lease_All Placements	Lease	222	1.87%
12 2018_Dec_Biener Audi_WebConv_Retargeting_All Placements	Retargeting	189	4.08%
13 2018_Dec_Biener Audi_WebConv_Highline_All Placements	Highline	174	1.59%
14 2018_Nov_Biener Audi_WebConv_Highline_All Placements	Highline	111	1.83%
15 2018_Sep_Biener Audi_WebConv_Service_All Placements	Service	71	2.06%
16 2018_Sep_Biener Audi_WebConv_Starbucks_All Placements	Starbucks	64	1.26%

Clicks by VIN

VIN, Model	Clicks	VDP Views
1 WA1L2AFPSHA021136, Q5	82	612
2 WAUBFAFL6GA002884, A4	62	353
3 WAUBFAFL1FN010950, A4	74	326
4 WA1A4AFY6J2178152, SQ5	23	296
5 WA1DKAFP2CA130022, Q5	47	279
6 WAUJANAF4SHN023825, A4	33	274
7 WA1BFCF3GR015125, Q3	31	254
8 WAUBNCF52AD051328, A5	29	231
9 WA1D7AFP2GA012754, Q5	44	219
10 WA1A4AFY2J2220770, SQ5	1	217
11 WA1LHAF70J0034265, Q7	23	208
12 WA1L2AFP4GA024267, Q5	18	204
13 WA1LFAFPXA129155, Q5	34	197
14 WDDJ98B1FA138085, CLS	57	192
15 WA1LGAFESFD025912, Q7	26	177
16 WAUB8GFFG1042238, A3	20	174

Conversion

Leads
Purchases
Calls
Messages

Delivery

Impressions
Reach
Frequency
CPM

Clicks

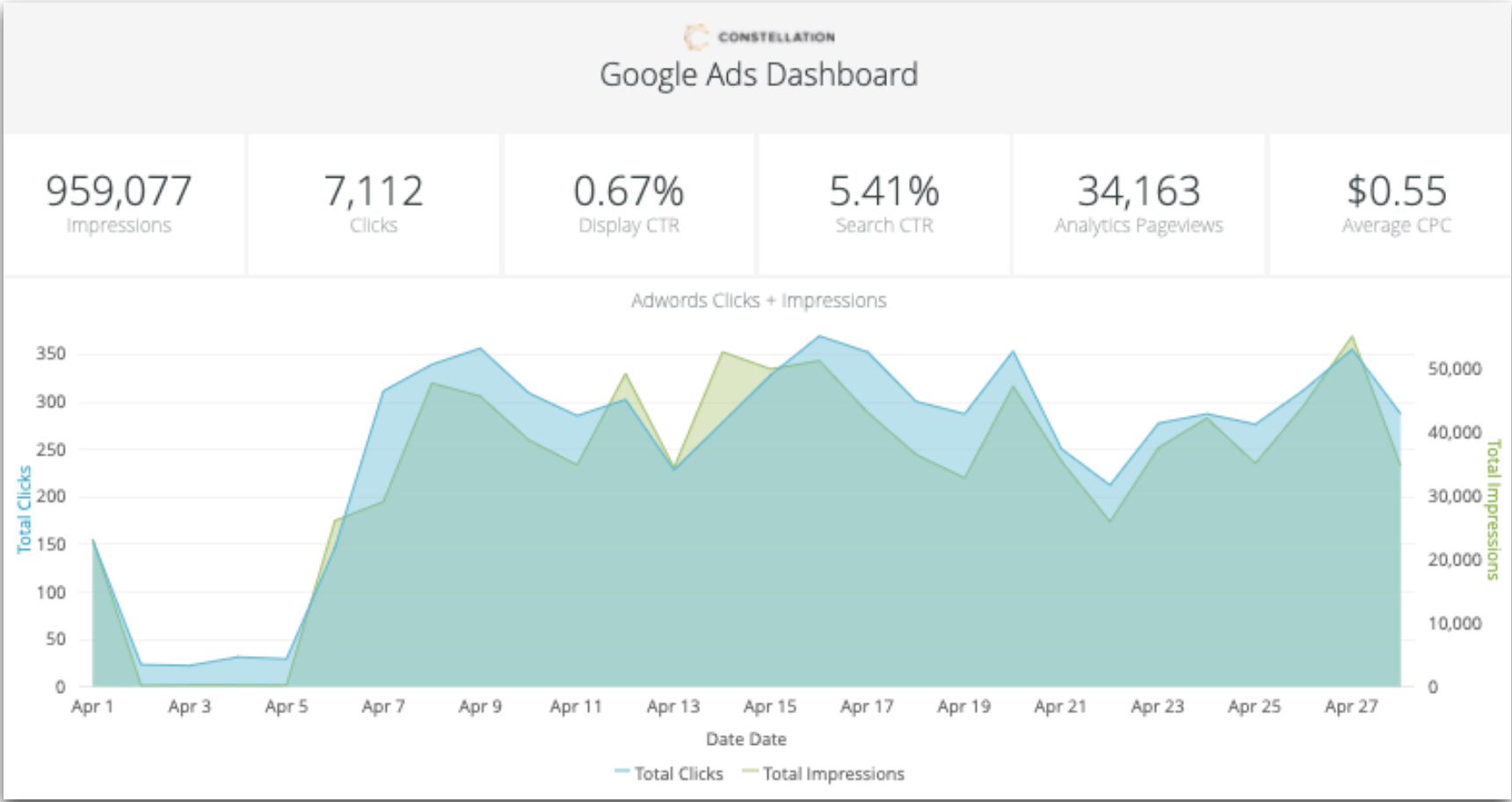
CTR
CPC
Clicks

Website

VDP Views
Pages per Session
Session Duration
Bounce Rate

Engagement

Comments
Shares
Reactions
Interactions



Campaign Performance

Campaign Name	Clicks	Impressions	CTR	CPC	Total Cost	Search Impr. Share
1 S :: M :: US :: All :: BETA :: Branded KWs	531	1,092	48.63%	\$0.28	\$148.30	99.07%
2 S :: D :: US :: All :: BETA :: Branded KWs	310	774	40.05%	\$0.27	\$84.91	90.10%
3 S :: D :: US :: All :: BETA :: Weighted Blanket	144	3,822	3.77%	\$2.35	\$338.26	24.78%
4 S :: M :: US :: All :: BETA :: Product Names	136	327	41.59%	\$0.33	\$44.71	98.22%
5 S :: M :: US :: All :: BETA :: Weighted Blanket	89	1,299	6.85%	\$2.44	\$217.32	64.08%
6 S :: D :: US :: All :: BETA :: Product Names	52	221	23.53%	\$0.65	\$33.69	88.32%
7 S :: T :: US :: All :: BETA :: Branded KWs	26	58	44.83%	\$0.36	\$9.32	100.00%
8 S :: T :: US :: All :: BETA :: Weighted Blanket	11	63	17.46%	\$2.78	\$30.58	71.89%
9 S :: T :: US :: All :: BETA :: Product Names	3	13	23.08%	\$0.42	\$1.25	100.00%

Top Keywords

Keyword	Clicks	Impressions	CTR	CPC	Search Impr. Share
1 bearaby	325	688	47.24%	\$0.15	100.00
2 +bearaby +weighted +blanket	145	323	44.89%	\$0.37	100.00
3 +bearaby +blanket	123	304	40.46%	\$0.49	100.00
4 bearaby napper	109	230	47.39%	\$0.35	100.00
5 weighted blanket	88	2,359	3.73%	\$2.33	23.27
6 15 lb weighted blanket	12	123	9.76%	\$2.48	59.71
7 25 lb weighted blanket	9	89	10.11%	\$2.37	87.26
8 bearaby tree napper	8	50	16.00%	\$0.37	98.04
9 20 lb weighted blanket	8	144	5.56%	\$2.46	69.57
10 tree napper	8	34	23.53%	\$0.76	91.89
11 +weighted +blanket	6	96	6.25%	\$1.72	15.46



Onboarding & Support

Our team is equipped to handle anything your campaign from enrollment to launch and beyond.



Launch your campaigns within **72 Hours** of enrollment



Campaign Managers **continuously** monitoring and optimizing campaigns



Custom Incentives built and implemented into campaigns within **24 hours** of receiving offers



Monthly reporting provided to your team for **full visibility**



Rigorous **Quality Check** process including co-op and compliance approval to ensure your campaigns align with your Brand Identity

Software Used



Project
Management



Customer
Management



ALEXIA

Asset Storage &
Campaign Building/QC



ABOUT US

Connecting the dots between targets, creative &

OUR APPROACH



We combine cutting-edge media practices with our deep understanding of the automotive industry. Our results-driven strategy utilizes the latest in digital marketing technology to deliver ROI for our dealers. We reach your prospective clients with our hyper-targeted custom audiences and capture them with our engaging, thumb-



UNIFIED STRATEGY

Our paid social strategy works to create a powerful unified digital presence that captures and engages potential customers. Our approach is not “one size fits all”- we tailor our strategy to the demographics unique to your area.



OUR TEAM

Our energetic and savvy NYC-based team is equipped with the most innovative solutions in the digital marketing space. In addition to offering the latest ad formats and technology, we are eager to work with our dealers to find unique strategies to meet their business objectives.



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