



CliffsNotes

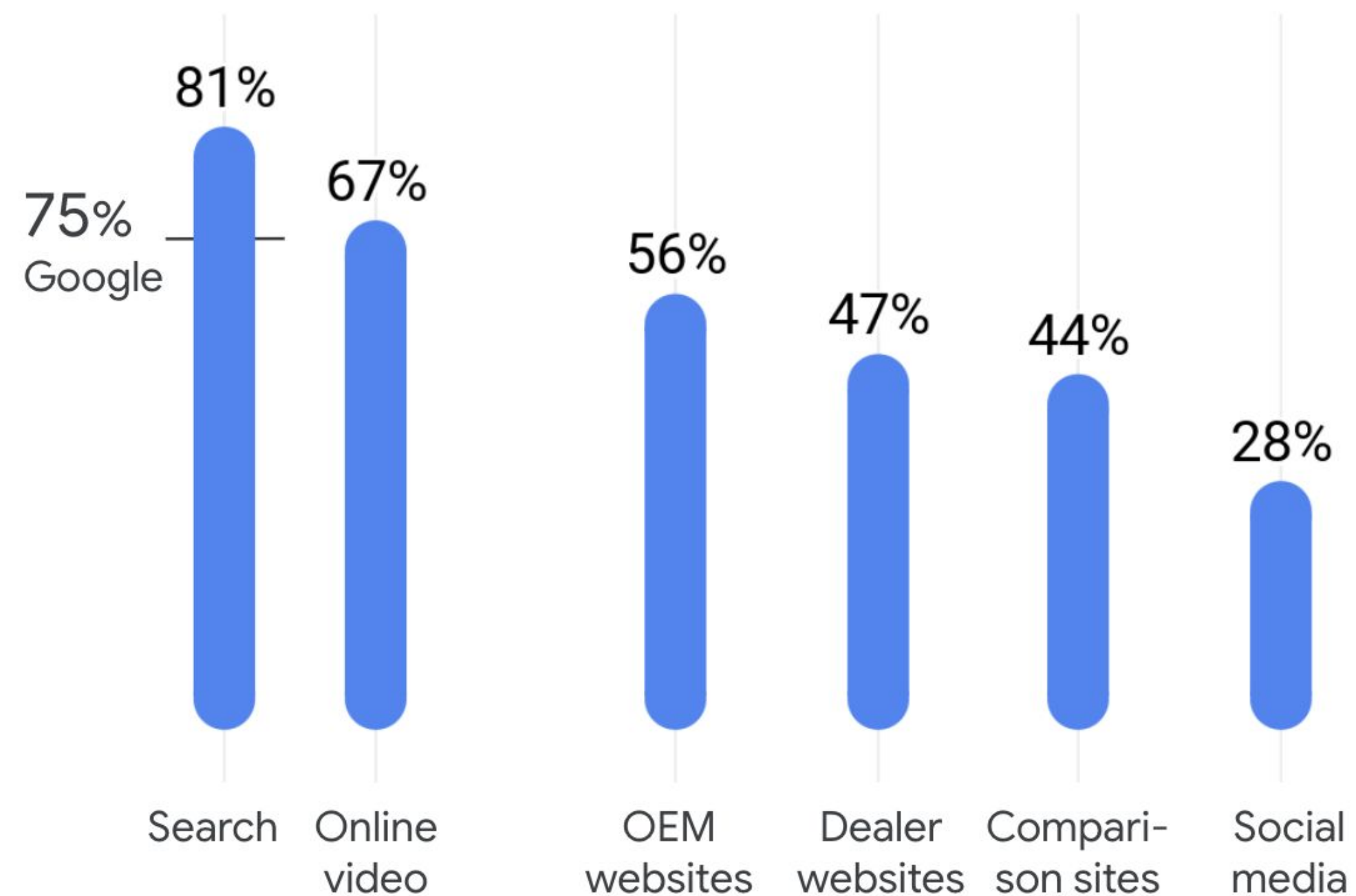
Accelerating Vehicle Sales with Netsertive

September 2023



Create and Capture Demand with Search and Video

Search and online video are the most often used online information sources.



Maximizing Reach and Efficiency at the Local Level with Digital Video

Competitors are utilizing YouTube and investing 1.5x that of Stellantis dealers. Shifting just 30% from TV to YouTube will increase your overall reach in Dallas with the same budget.

Utilize
Performance
Max (PMax) to
Boost Digital
Performance

Performance Max works in tandem
with your existing Google campaigns
and finds incremental value

Reach Viewers
Your TV
Campaigns Can
No Longer
Reach with
YouTube and
Connected TV
Advertising



Depending on the brand, 35-53% of those aged 25-54 reached by YouTube never saw your brand ad on linear TV, and 90% of the budget was spent on linear TV.

Highlight Reliability in Your Marketing

Reliability is the most important purchase factor of the average new car buyer, followed by gas mileage, safety, brand experience and performance.

Combine Brand Awareness with Local Calls to Action with Netsertive's Localized YouTube and CTV Campaigns



Run a brand compliant video campaign with a dynamic localized overlay, to show viewers a powerful message that drives them to their local business to learn more.

Get your Localized
Marketing Strategy

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