

Why Omnichannel?



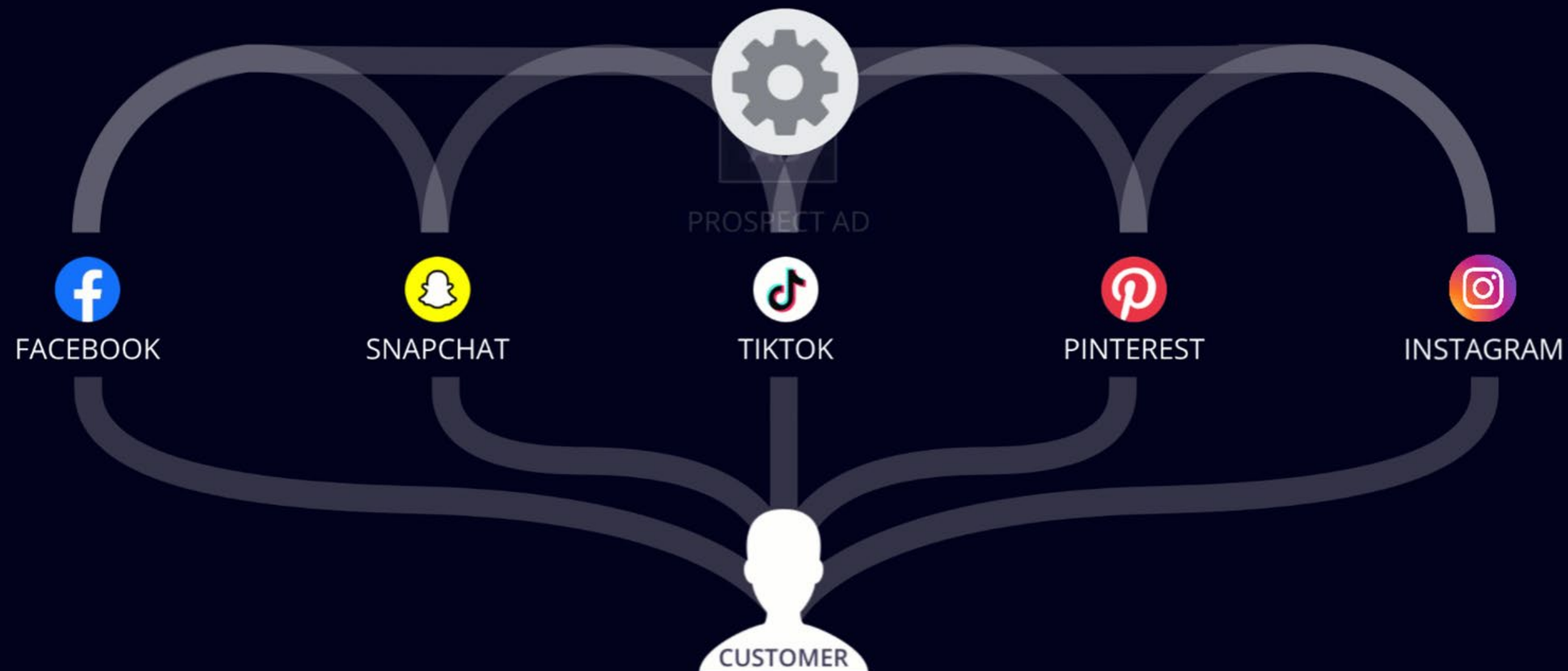
Ads deployed across multiple social media platforms



Reach your ideal audience everywhere



Shared data intelligence to stay relevant





Capture Critical Events



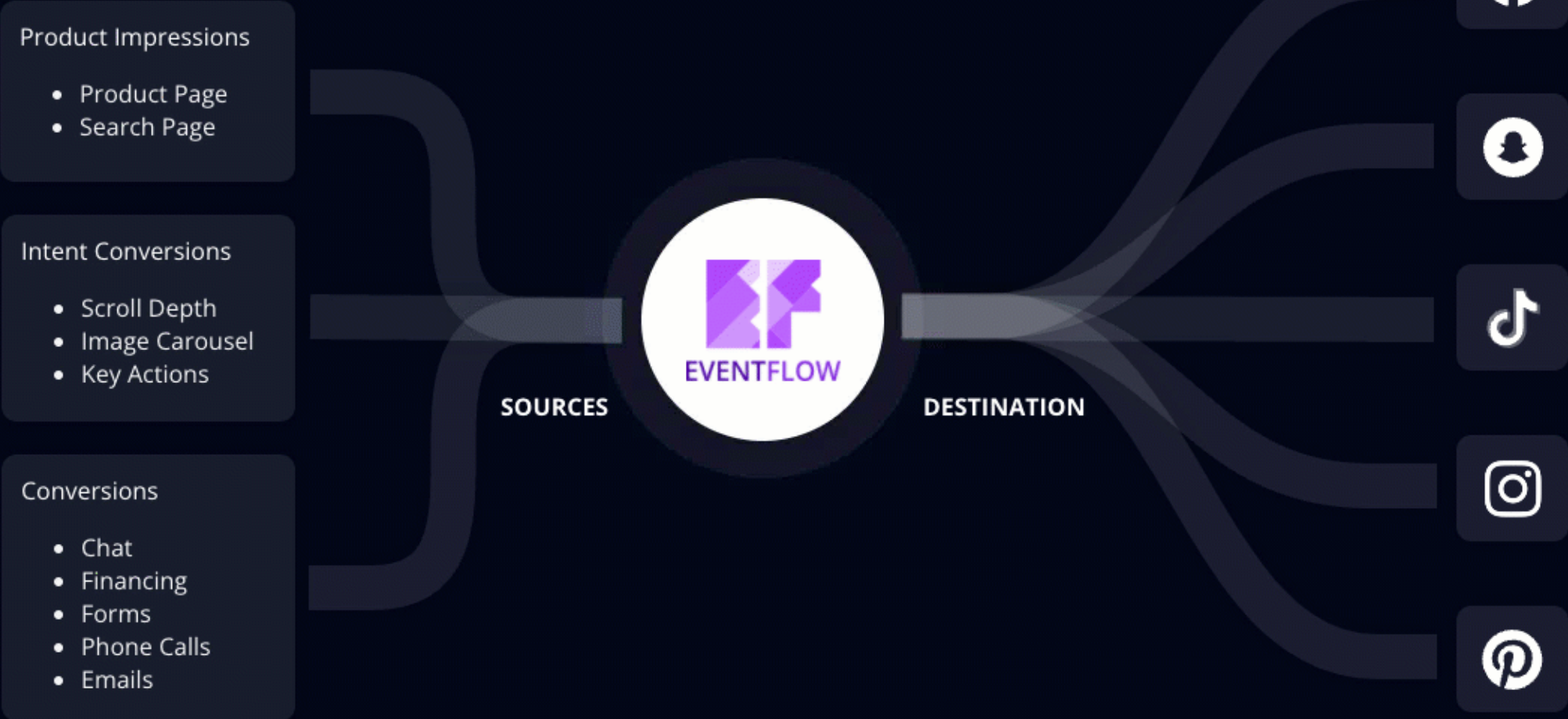
Integrates with your clients' websites and Pixels/Tag Manager



Captures key event data (Interactions, Conversions) attributed to client campaigns



Shares event data across all activated channels for Shared Data Intelligence





Facebook & Instagram Ads



Facebook and Instagram are still the world's largest social media platforms.

✓ **251M** monthly US active users across all Meta (Facebook) properties

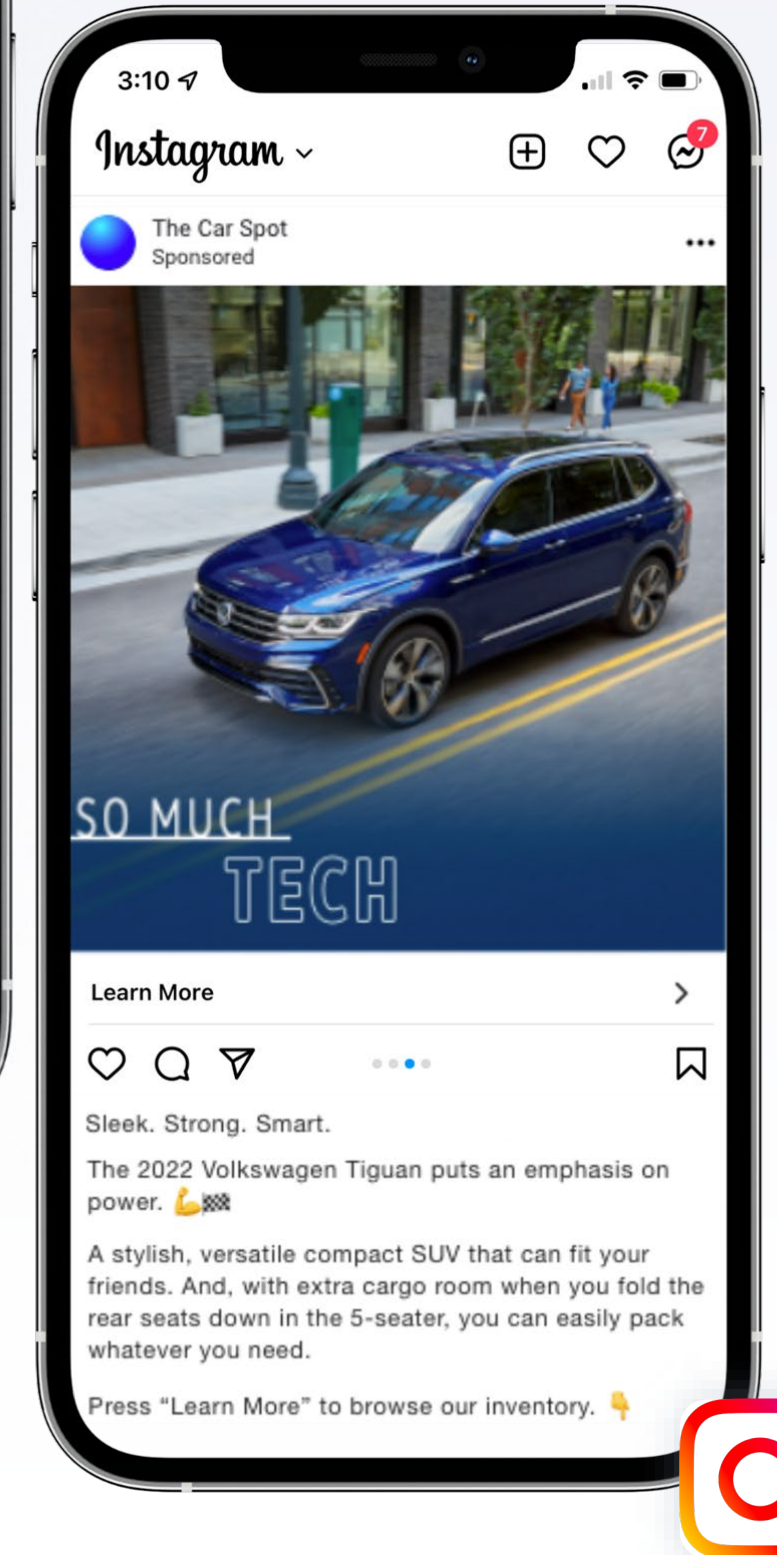
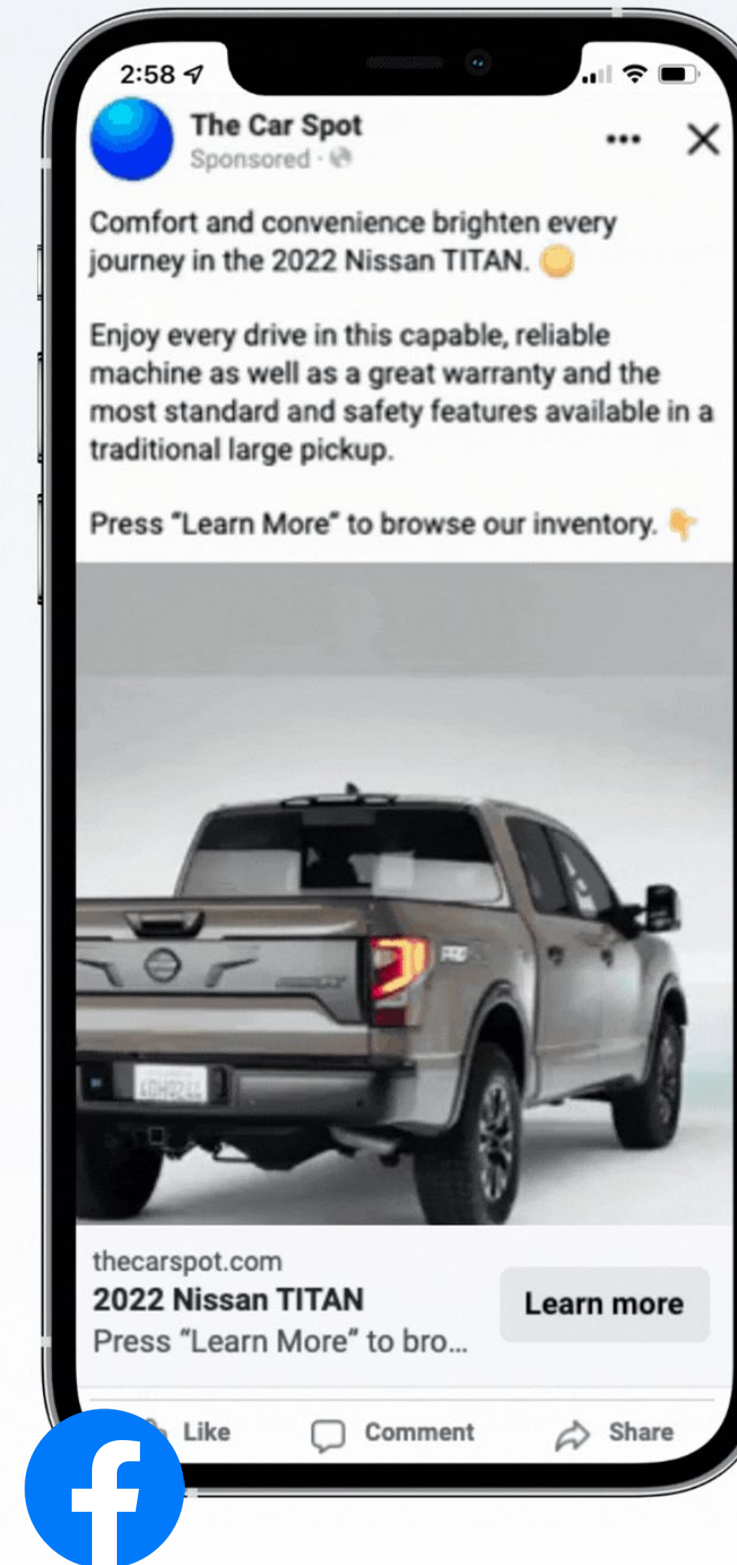
✓ **189M** monthly US users on Facebook alone

✓ **500M** people interact with Instagram Stories daily

✓ **59%** of shoppers say Instagram is a key influence in buying products

Facebook and Instagram Inventory Ads

- Inventory Ads
 - On or Off-Facebook
 - Dynamic new and used inventory ads; feed updated every 24 hours
 - Dynamic retargeting and Lead ads
- Facebook and Instagram Ad Playbooks
 - A true full-funnel strategy, from Awareness, to Purchase, to Customers For Life





Facebook & Instagram metrics and results:

Average Cost Per Thousand (CPM)	Average Cost Per Click (CPC)	Average Cost Per Lead (CPL)
\$6.00 - \$8.00	\$1.00	\$20.00 - 40.00

Based on aggregate results from over 75 automotive dealers.



Snapchat Ads



Automotive shoppers are on Snapchat.

Snapchat audiences leverage **Datalogix** and Edmunds in-market data.

Predefined Audiences i

- ✓ Shoppers > Datalogix > Automotive Shoppers > New Car Shoppers
- ✓ Shoppers > Datalogix > Automotive Shoppers > New Chevrolet Truck Shoppers
- ✓ Shoppers > Datalogix > Automotive Shoppers > New Ford Truck Shoppers
- ✓ Shoppers > Datalogix > Automotive Shoppers > New RAM Truck Shoppers
- ✓ Shoppers > Datalogix > Automotive Shoppers > Pickup Truck Shoppers

Select Category...

- | | | |
|------------------------------|----------------|-------------------------------------|
| New Car Shoppers | Datalogix/polk | <input checked="" type="checkbox"/> |
| New Chevrolet Car Shoppers | Datalogix/polk | <input type="checkbox"/> |
| New Chevrolet Truck Shoppers | Datalogix/polk | <input checked="" type="checkbox"/> |
| New Chrysler Shoppers | Datalogix/polk | <input type="checkbox"/> |
| New Ford Car Shoppers | Datalogix/polk | <input type="checkbox"/> |
| New Ford Truck Shoppers | Datalogix/polk | <input checked="" type="checkbox"/> |
| New GMC Vehicle Shoppers | Datalogix/polk | <input type="checkbox"/> |

Snapchat has a monthly addressable reach of **20.2M** new and used shoppers.

28% of users reveal they are in-market for a vehicle in the next 12 months.



Snapchat is not just for kids.

- ✓ **82%** of Snapchatters are over 18YO and 51% are over 25YO.
- ✓ On average, **210M** people use Snapchat every single day.
- ✓ Users spend an average of **30 minutes** on Snapchat every day.
- ✓ Data reveals that **40%** of Snapchat users do not use alternative social platforms on any given day.

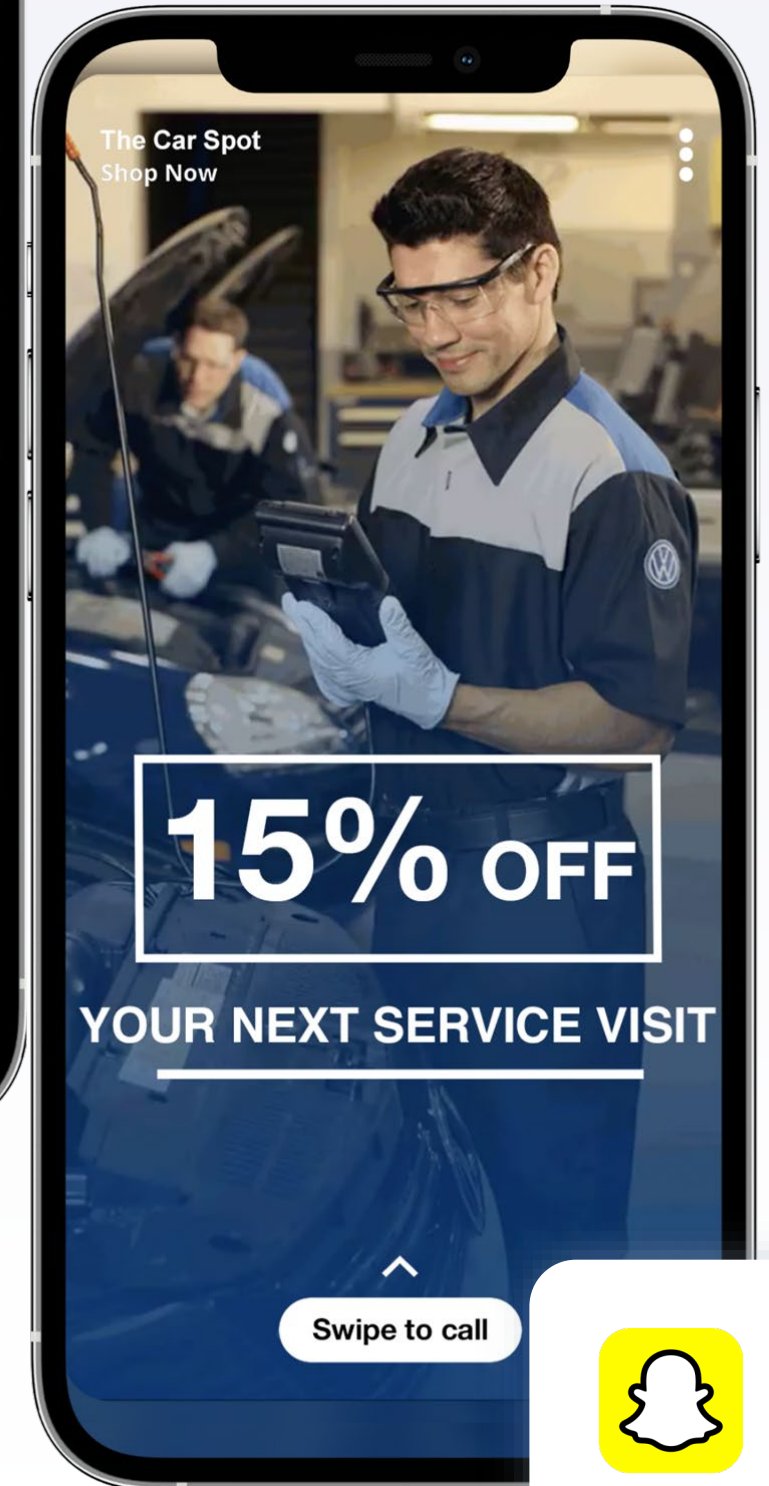
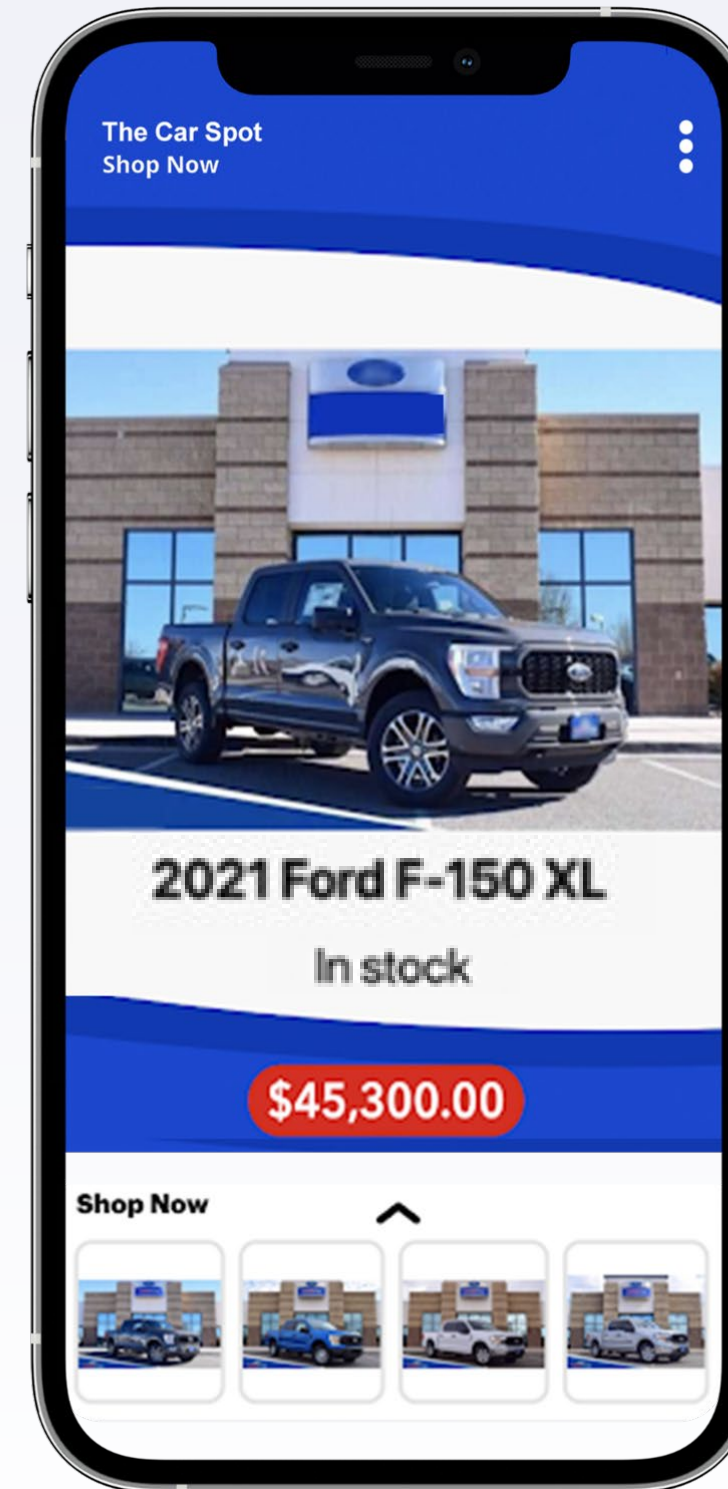
Snapchat Ads

- Inventory Ads

- Dynamic new and used inventory ads
- Feed updated every 24 hours
- Dynamic retargeting

- Snapchat Ad Playbooks

- Snapchat is ideal for up-and-coming buyers who crave more modern technology - tech features, EV, etc.
- With “Swipe Up” calls to action, users can easily call or text your dealership





Snapchat metrics and results:

Average Cost Per Thousand (CPM)	Average Cost Per Click (CPC)	Average Cost Per Lead (CPL)
\$7.26	\$0.96	\$57.06

Based on aggregate results from over 100 clients.



TikTok Ads



TikTok is the #1 most downloaded iOS App.

✓ **83%** of TikTok's audience is over 18 years old.

✓ On average, **128M** people use TikTok every month.

✓ Users spend an average of **89 minutes** on TikTok every day.

✓ There are **9,067** TikToks created every minute.

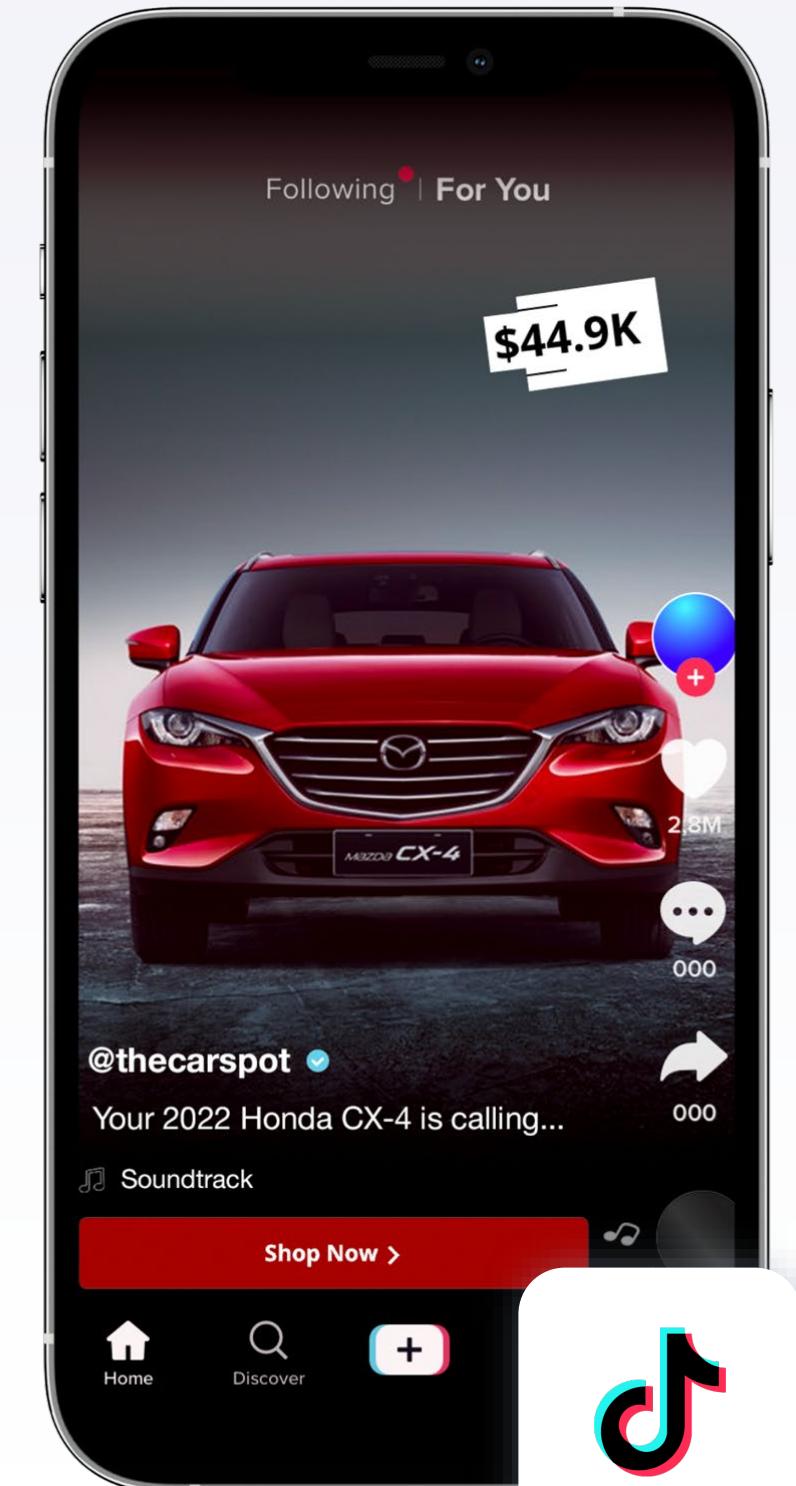
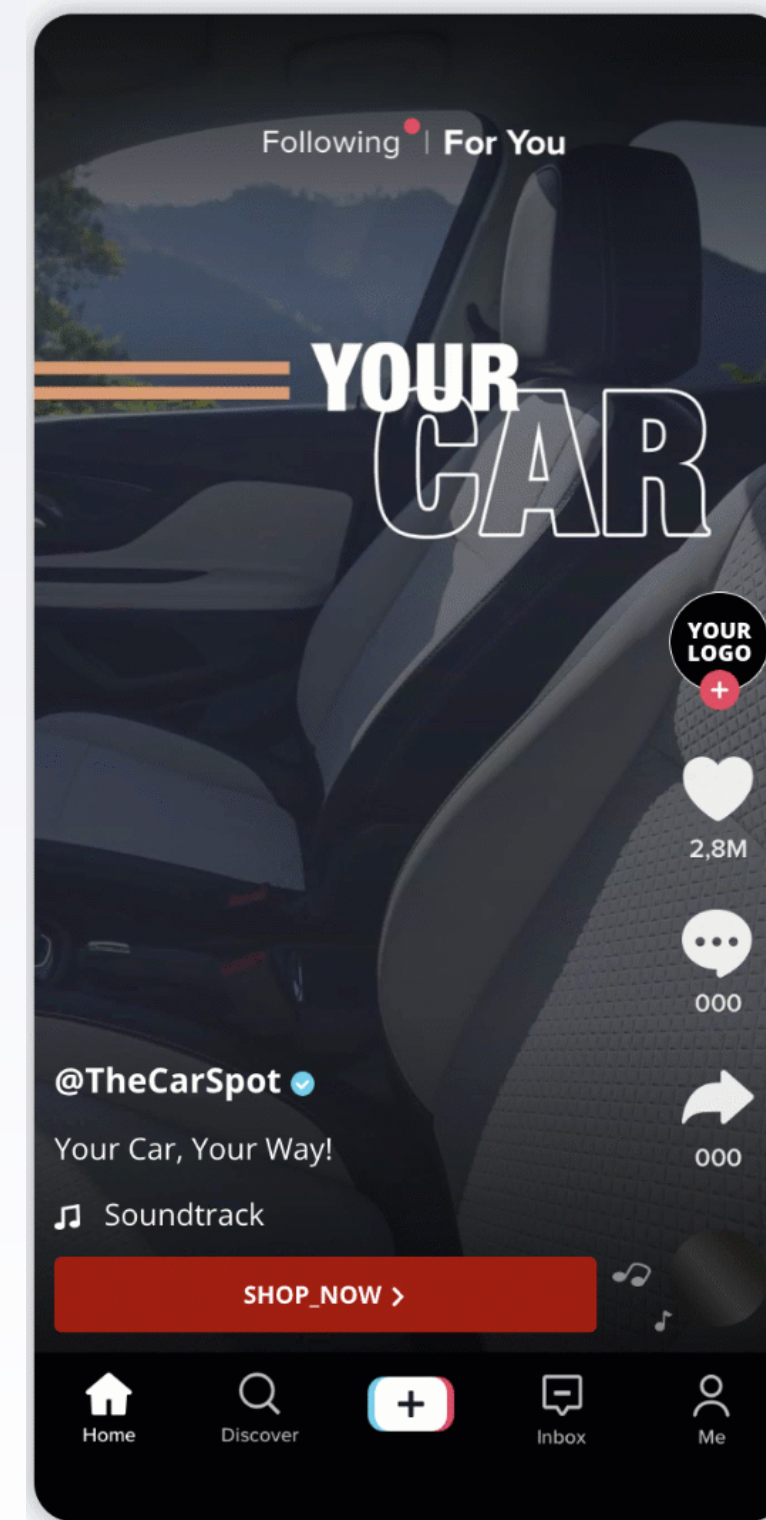
TikTok Ads

- Inventory Ads

- New inventory creates a digital storefront
- Feed updated every 24 hours
- Dynamic retargeting

- TikTok Ad Playbooks

- Branding, awareness strategy - videos are KEY!
- Human content first - “Don’t make ads, make TikToks”





TikTok metrics and results:

Average Cost Per Thousand (CPM)	Average Cost Per Click (CPC)	Average Cost Per Lead (CPL)
\$4.17	\$0.45	\$150

Based on aggregate results from over 75 automotive dealers.



Pinterest Ads



Pinterest inspires shoppers during the buyer journey.

✓ Pinterest reaches **52%** of adult users w/ HHI > \$100K

✓ On average, **454M** people use Pinterest every month.

✓ **89%** of users are on Pinterest for purchase inspiration

✓ **80%** of U.S. moms are on Pinterest

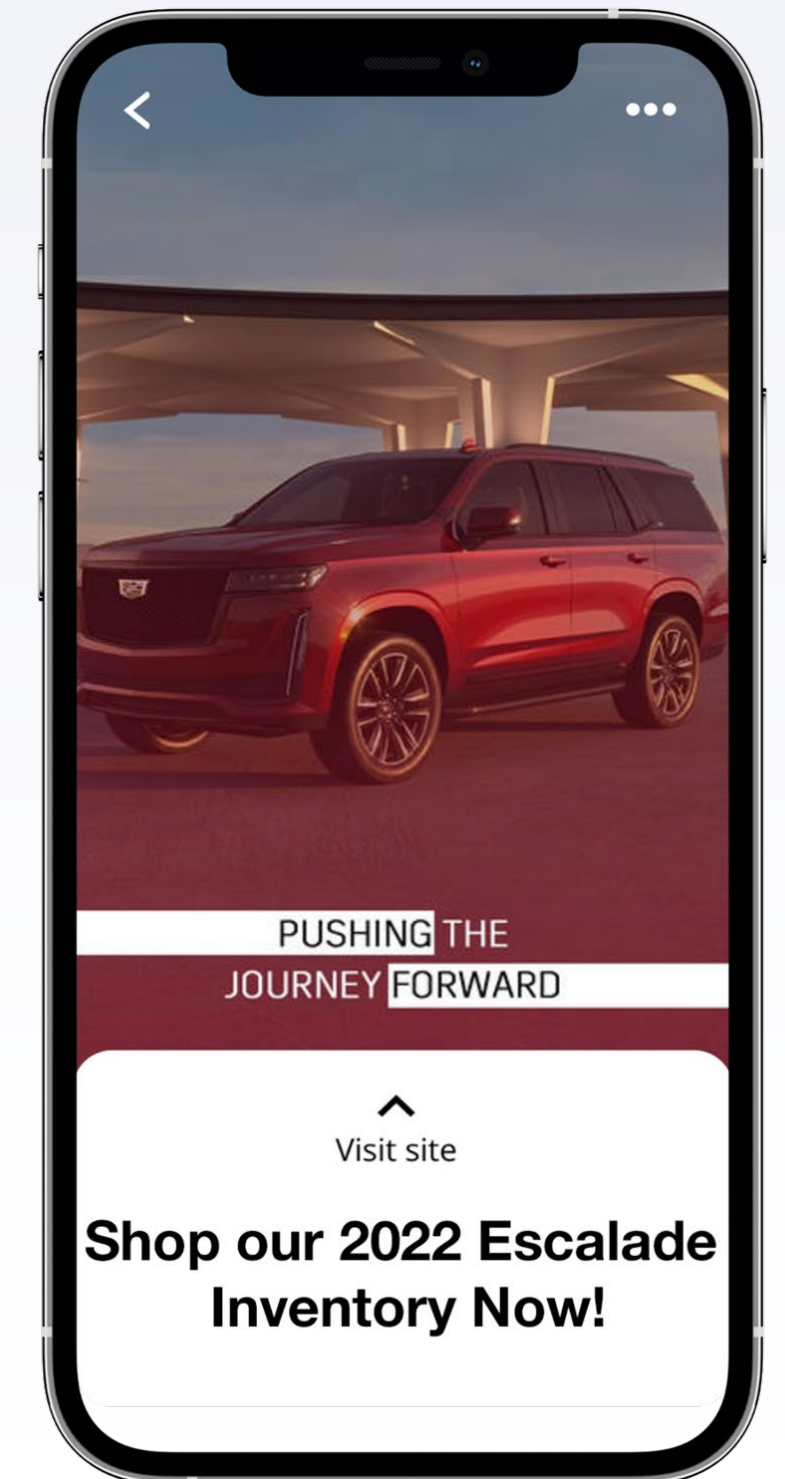
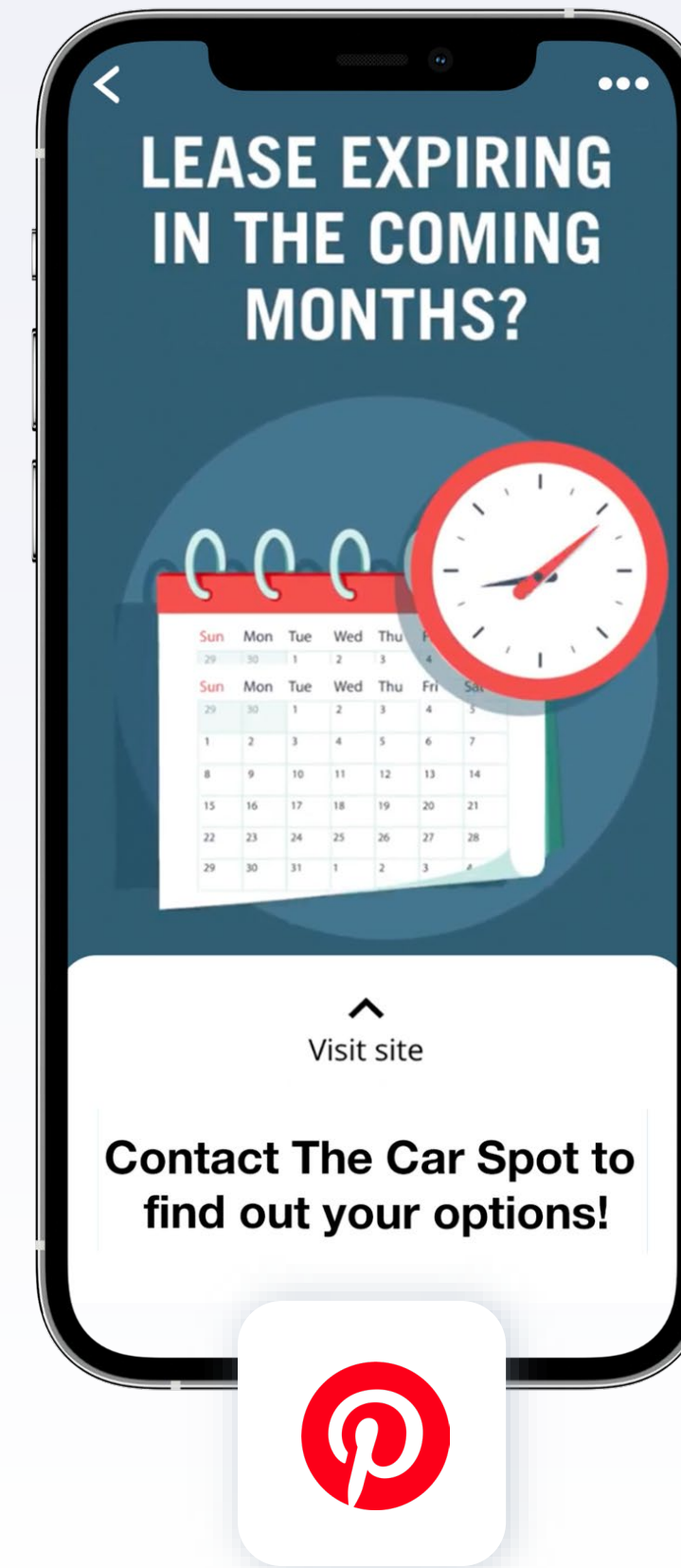
Pinterest Ads

- Shopping Ads

- New inventory creates a digital storefront
- Feed updated every 24 hours
- Dynamic retargeting

- Pinterest Ad Playbooks

- Target life stages and moments (Pinterest is used for purchase inspiration)
- Road Trip/Travel interests = Service offers









Pinterest metrics and results:




































Average Cost Per Thousand (CPM)	Average Cost Per Click (CPC)	Average Cost Per Lead (CPL)
\$8.23	\$4.63	\$80

Based on aggregate results from over 75 automotive dealers.

Standards of Excellence & Market Opportunity

Remember, different platforms reach different users!		
	Cost Per Click: \$1.00 Cost Per Lead: \$20-\$40	251M monthly US users 62 min spent/day
	Swipe Ups: \$1 - \$1.50 Cost Per Lead: \$40-\$60	108M monthly US users 30 min spent/day
	Cost Per 1,000 Reached: \$4.17 Cost Per Click: \$0.45	128M monthly US users 89 min spent/day
	Cost Per Click: \$4.63 Cost Per Lead: \$80 - \$100	100M monthly US users 80% of US moms are on Pinterest

Platform Data Capabilities

	Custom/Matched Audiences (Imports)	Lookalikes/ Actalikes	3rd Party Data	Demographic / Geotargeting	Prospecting and Retargeting	Offline Events
			 Add on - Oracle Data Cloud	 Age*, Zip*, Radius, DMA		
			 Built in - “Auto Shoppers”	 Age, Zip, Radius, DMA		
			 Add on - Oracle Data Cloud	 Age*, Zip*, Radius, DMA		
			 N/A	 Age, DMA		
			 Add on - Oracle Data Cloud	 Age, Zip, DMA		

Thank You!

Email: info@idmd.ca today!



ONLINE BRAND MANAGEMENT