



THE ULTIMATE MARKETING TOOL FOR CAR DEALERSHIPS!

WE CAN REACH THOUSANDS OF POTENTIAL CAR
BUYERS THROUGH EXTREMELY PRECISE
TARGETED ADVERTISING!





We are **LocalCarOwner.com**. Our sophisticated combination of Microtargeted **GEOFence** Marketing and Big Data-driven analytics give your dealership the ultimate tool for reaching potential customers with your advertising.

We have collected millions of data records detailing car buying behavior of families in your area. We know what brands of cars they prefer, how good their credit is and if they've recently finished paying off a car. Using this information, along with our advanced GEOFencing technology, we can get your ads in front of buyers who are highly likely to be ready to buy a new car before they even get to the car-buying market!





GEOFENCE MOBILE MARKETING

The mobile device market is the fastest-growing market in the digital space and **GEOFencing** gives car dealers a powerful way to focus your advertising. **GEOfencing** allows dealers to throw up a virtual fence around an area and then send targeted advertising to any device that has crossed that fence line.

GEOFencing gives dealerships a direct line to prospective customers and send them who cross the fenceline a fresh look at any new cars for sale, discounts or promotional events going on, and information about financing. Other applications include:

- Fence automotive consumer trade shows to target customers who've that are fans and are interested in buying cars.
- Fence competitors and send ads to customers already engaged in the shopping process and offer them better deals.
- Fence individual buildings and households in your vicinity and drive them to your dealership.

In addition to competitors' lots, they can do the same with complementary businesses like car washes and gas stations so that people can see their ads even when they're not on a lot.





THE LOCALCAROWNER ADVANTAGE

Many companies and most car dealerships are already **GEOFencing** in their marketing, but working with **LocalCarOwner.com** gives you a very important advantage.

Localcarowner.com are industry leaders in the field of **GEOfencing** technology. Our team of experts has developed technology allowing dealers to fence a residential house location down to the exact property lines. Combining **GEOFencing** with Big Data segmentation, we can use information concerning a household's car buying behavior to reliably hit them with advertising before your competition has a chance to contact them!





EMAIL MARKETING

Based on sophisticated Big Data segmentation, our email ads target customers according to specific criteria, including prospective customers' brand preferences, how their credit is and whether or not they've recently paid off a car loan. Using these, and other, data segments, we can target highly-qualified customers and start sending them advertising before other dealerships even realize they're in the car-buying market!

While email ad blasts have a proven record of success, you may want to increase the ROI on your advertising budget even more. In that case, you can double up our email campaigns with our Mircotarget **GEOFence** mobile marketing. Using this combination of powerful marketing tools will increase your ability to reach customers and drive them to your dealership!





TARGET BUYERS BEFORE THEY REACH THE OPEN MARKET

It's no secret that the auto sales industry is brutally competitive, with competing dealerships throwing everything they can at buyers in an effort to win their business. Dealers shell big money for ads across all media venues: TV, internet, radio, display ads, etc. In such a competitive climate, your dealership needs every advantage it can get.

That's where [LocalCarOwner.com](https://www.localcarowner.com) comes in. Through Big Data collection and segmentation, we have amassed a wealth of information about car owners across the nation, including ones in your area. We know their income, if they recently paid off a vehicle, what brands they prefer, and how good their credit is. That gives us a reliably accurate picture of what their car buying behavior is and we can use that to predict when they might be about to enter the car-buying market. We can then begin sending them an email and mobile ads before other dealerships even know they're in the market. That is an unbeatable advantage for your dealership!





RESIDENTIAL FENCING

Most car dealers use **GEOFencing** in marketing strategies. They fence their competition and try to entice their customers. They fence line trade shows and complementary businesses.

What **LocalCarOwner.com** does differently allows us to take **GEOFencing** to the next level. We have developed tech that allows us to fence residential homes down to the precise property lines. Combining our **GEOFencing** capabilities with Big data segmentation, we can send Microtargeted advertising to any device that crosses our fenceline.

This is extremely precise, Microtargeted marketing sent to only the most highly-qualified potential customers. It's also the advantage you've been looking for to drive business to your dealership's doors!





COMBINING MOBILE MARKETING AND EMAIL MARKETING

We provide targeted email services to blast out your advertising to qualified buyers in your area. Our email lists are curated according to criteria like customer income, credit rating, preferred car brands, and car buying behavior. This helps us find the most highly-qualified potential buyers and deliver your advertising to them before competing dealerships are aware they're in the market.

Email advertising has proven to bring in customers, but if you feel you need to increase your reach and conversion rate, we can double up our email campaigns with our Mircotarget **GEOFence** mobile marketing. Using this combination of powerful marketing tools will increase your ability to reach customers and drive them to your dealership!



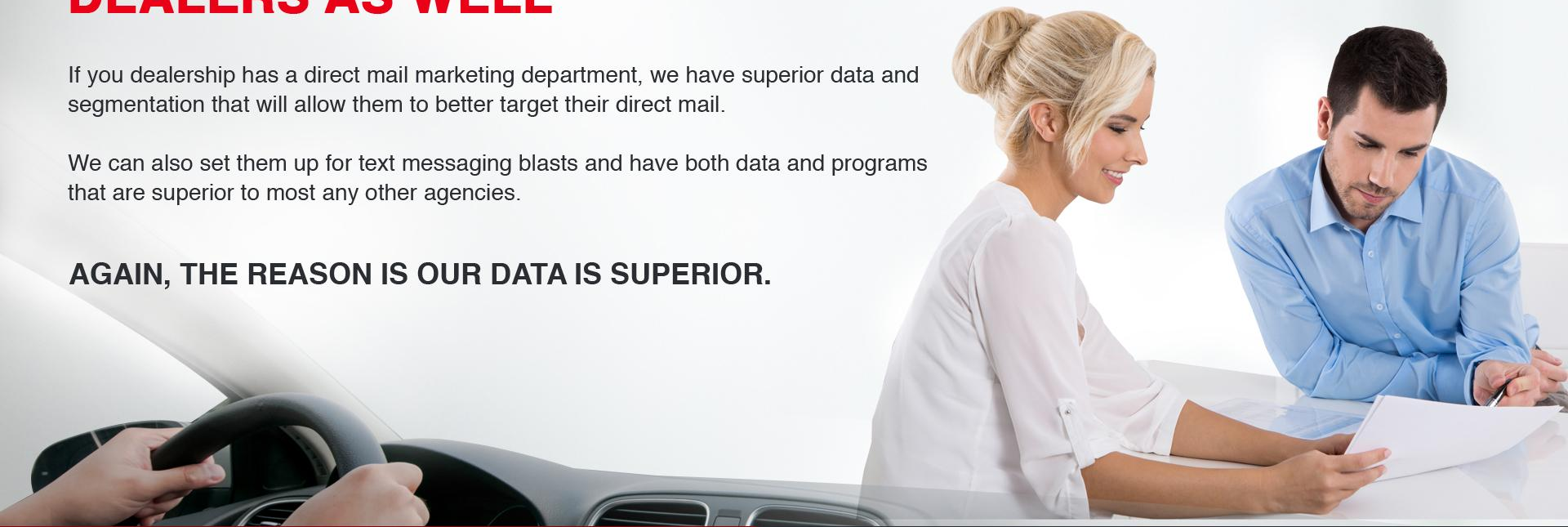


WE OFFER FULL AGENCY SERVICES OUTSIDE OF THE DIGITAL SPACE FOR DEALERS AS WELL

If you dealership has a direct mail marketing department, we have superior data and segmentation that will allow them to better target their direct mail.

We can also set them up for text messaging blasts and have both data and programs that are superior to most any other agencies.

AGAIN, THE REASON IS OUR DATA IS SUPERIOR.





WE CAN SELL YOU THE DATA YOU NEED FOR YOUR INTERNAL MARKETING PROGRAMS

Most factory dealers have inhouse marketing teams and are even hammering out inhouse cold calls. We know that you are working your internal database and have customer information now. For example, you may be working with 20,000 records but really have more like 500,000 in your AOR that would be interested in buying from your dealership.

**We can get you the rest of this data specialized and segmented for
EXACTLY who you are trying to target as your customers.**

We can provide your dealership with very specific car owner data in the same way that we do marketing through email and GEOfencing. If what you need is data for your internal marketing and outreach efforts, we can increase your access to local car buyer data.



OUR PARTNERS

