About Us

We’re an advertising company that leverages physical world data to build unique audience and targeting solutions for marketers.
Reach People in Market for a Car

Work with GroundTruth for precise targeting, better performance, and fewer wasted impressions.

Reach audiences based on their real-world behaviors to target across all screens with precision and ultimately drive more visits and sales at your dealerships.
Auto Shopper Preferences & Behaviors

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td>75%</td>
</tr>
<tr>
<td>Partially Virtual</td>
<td>17%</td>
</tr>
<tr>
<td>Fully Virtual</td>
<td>6%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>2%</td>
</tr>
</tbody>
</table>

Most preferred way to acquire next vehicle

Source: Deloitte 2022 Global Automotive Consumer Study Key findings: Global focus countries

14% of U.S. consumers plan to buy a vehicle to avoid public transportation.
At A Glance: Audience Insights

Top 5 Car Buying Audiences

- Recently Moved
- Financial Advisor Visitors
- Payday Loan Visitors
- In-Market for Furniture
- Frequent Bank Customers
**Car Buying Process**

Car buyers visit multiple dealerships, with visits spread out throughout the week Monday through Saturday.

<table>
<thead>
<tr>
<th>Top Places Car Buyers Visited in 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before Buying</strong></td>
</tr>
<tr>
<td>Luxury New Car Dealerships</td>
</tr>
<tr>
<td>Auto Repair Shops</td>
</tr>
<tr>
<td>Casinos</td>
</tr>
<tr>
<td>Car Rental Locations</td>
</tr>
<tr>
<td>Used Car Dealerships</td>
</tr>
</tbody>
</table>
Car Buying Process

Car buyers can be found at a variety of locations before and after making a purchase.

% of Dealership Foot Traffic by Day of the Week

- Sunday: 7%
- Monday: 16%
- Tuesday: 16%
- Wednesday: 15%
- Thursday: 15%
- Friday: 16%
- Saturday: 14%

Showrooming

- Less time at the dealership means shoppers are spending more time on media devices before and after a visit.
- Car buyers spend an average of 24 min. at dealerships.

Car buyers visit about 3.4 dealerships on average before making a purchase.
GroundTruth’s targeting solutions are based on where consumers go in the real world, so you can be confident that your campaigns aren’t built from misleading aspirational online behaviors.

- End “Spray & Pray” Tactics
- Reach Auto Intenders
- Drive Results that Matter
- Measure Store Visit Post Ad Exposure
Take Audience Targeting to the Next Level

Reach consumers who are In-Market for Automobiles in the right moments.

**Behavioral Audiences**
Target audiences based on a combination of visitation patterns and demographic data to boost awareness and drive consideration.

**Proximity**
Connect with audiences in real time by setting a specific radius around your location or points of interest such as auto repair shops to stay top of mind and influence behavior.

**Competitive Conquesting**
Take market share away from your competitors. Target recent visitors to nearby dealerships or by auto brand and serve engaging media to drive them to your location.

**Custom Audiences**
Build tailored audience segments using visitation data, behavioral attributes, demographic details, purchase information, CRM data, and direct mail lists that we convert into mobile IDs.

**Neighborhood Targeting**
Use GroundTruth location targeting to identify residential areas frequented by your target audiences. Discover places you hadn’t considered before.
Sample List of GroundTruth Audiences

Unique audiences built from real-world behaviors.

Location Audiences
Built from pure brand and category location intent to deterministically define a consumer’s interest towards a brand or business.
- Auto Zone
- Audio
- Avis
- Chevrolet
- Chevron
- Chrysler
- Dollar Rent-a-Car
- Jaguar
- Kia
- Nissan
- Toyota
- Volkswagen

Behavioral Audiences
Built from a multiple of location and demographic indicators to define a consumer’s personal traits and lifestyle.
- Car Enthusiasts
- Car Owners
- Car Renters
- Commuters
- In-Market Auto Buyers
- In-Market Luxury Auto Buyers
- Luxury Car Enthusiasts
- Recent Auto Repair Visitors
GroundTruth + Polk Audience Segments

A powerful combination pairing real-world behaviors with auto ownership information. Polk Data is updated every 6 weeks and offers a complete, 360 view of entire ownership lifecycle. Leveraging ownership, loyalty and financial analytics to create in-market and future in-market scores, for 125MM+ U.S. households.

<table>
<thead>
<tr>
<th>Service Segments</th>
<th>Financial Segments</th>
<th>Future In-Market Audiences</th>
<th>Trade-In</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designed to drive consumers into the service bay.</td>
<td>Leverage the triggers that signal next vehicle purchase.</td>
<td>Households most likely to be in-market in 12-24 months.</td>
<td>Households with 2+ vehicles, purchase new or used, vehicle age 2-7 years.</td>
</tr>
<tr>
<td>• 377M+ unique VINs</td>
<td>• Powered by TransUnion</td>
<td>• Fill the purchase funnel with next year’s shoppers</td>
<td>Find the consumers ready to sell their vehicle before the competition.</td>
</tr>
<tr>
<td>• 72% of franchise dealers &amp; 25% of national service companies</td>
<td>• Segments based on credit score and credit profile</td>
<td>• New Luxury</td>
<td></td>
</tr>
<tr>
<td>• Services include batteries, breaks, inspections &amp; oil change</td>
<td>• Segments based on lease end date and monthly payments</td>
<td>• (17.2M HHs) &amp; New Non-Luxury (12.3M HHs)</td>
<td></td>
</tr>
<tr>
<td>• Make/Model detail validated against service records</td>
<td></td>
<td>• New, Segment, Class, Powertrain/Fuel Type options</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Potential Electric Vehicle Buyers</td>
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Omnichannel Approach

Power your integrated, cross-device marketing campaigns with targeted precision while measuring the impact on visits to your locations.

1. Leverage GroundTruth’s audiences and targeting capabilities to reach specific shoppers on Connected TV to drive brand awareness.

2. Reach audiences in real time on their most trusted device to reinforce offerings from deals to test drives.

3. Extend your reach on desktops and other devices to influence consumers during key list-building moments while at home or work.

4. Blend traditional direct mail with GroundTruth’s precision for a strategic twist on a marketing staple.
Audience-Based Direct Mail

GroundTruth’s Audience-Based Direct Mail targeting solution taps into our location intelligence data to provide a scalable and privacy-safe solution for advertisers to deliver on their real-world activity.

Benefits

- Target precise audiences based on past visitation and interest
- Eliminate wasted marketing dollars by targeting a specific audience subset, not an entire neighborhood/postal route
- Retarget an existing audience to amplify your message and push them further down the conversion funnel.
Traditional Print Channels: Direct Mail & Magazines

While GroundTruth is your one-stop shop for all digital campaigns, we can tap into the power of Addy to also support more traditional marketing channels such as print.

### Magazine Advertising Powered by Addy

- Local or regional magazines
- Local ads in national magazines

GT QR Codes can be added to any medium to help track engagement on channels that have historically been difficult to measure.
## Strategies for Success

Outsmart the competition with a sophisticated omnichannel strategy that stops ad wastage and sets a laser focus on getting the right car buyers to your showroom floor.

<table>
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<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Tactical Approach</th>
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</table>
| Awareness | Complement your linear investment with digital advertising that targets in-market car shoppers, brand loyalists, and competitors in a region you’d like to target. | Create an omni-channel strategy that builds a relationship with the buyer throughout their path to purchase.  
- Connected TV: Best for building awareness and branding to build emotional appeal and feeling  
- Desktop: Reinforces branding, begin online conversions, and drive foot traffic.  
- Mobile: Engage customers with messaging to drive them to your dealership.  
- Direct Mail: Focus your reach on the most relevant audiences to stay top-of-mind. |
| Audience | Identify car shoppers regionally, locally and efficiently target them with applicable creative, including any co op and special offers for the region. | Tap into GroundTruth’s unique audiences to reach people based on past behaviors, real-time visitation, or the environment around them with accurate weather targeting. You can layer on your own 1st party data or include 3rd party data to further refine your targeting criteria to reach specific audiences all through one partner, GroundTruth. |
| Attribution | Drive measurable ROI for and optimize for best performance and other KPIs such as brand awareness for select makes and models, website conversions, and dealership “rooftop” visits. | Measure the impact of your media campaign on your bottom line. GroundTruth not only provide unique audiences and access to easily launch cross-channel campaign, we also measure how many impressions, clicks, and ultimately visits that occur at your locations with our advance tech. Understand the tangible effect that your media has on visits and sales. |
Objective:
Drive high-intent customers to specific dealerships in the Delaware, Pennsylvania and New Jersey area.

Strategy:
Cost Per Visit Model: Optimize tactics to drive dealership visits, only paying per verified visit.
Neighborhood + Location Audience Targeting: Connect with potential buyers based on visitation patterns over past 90 days.
Lookalike Audiences: Reach most relevant, in-market intenders for Toyota.
Results

The top-performing Behavioral Audiences were: In-Market for Auto, Park Lovers, and Car Renters.

“The results showed interesting correlations between store performance and audience visitation... We feel that this effort helped to drive specific, targeted shoppers to our dealer locations.”

Ryan Richmond
Sr. Media Planner, Saatchi & Saatchi

1,200 Visits were driven to the specific target dealerships

192K Impressions served to potential auto buyer audiences.
How a Three-Month CTV and Mobile Automotive Campaign Drove over 4,000 Customers to the Showroom Floor

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With **960 visits** within the first 12 days of the campaign, it was clear that the team was onto something. Results from the second month solidified that hunch when **1,960 visits** with a 20% close rate delivered over $1.5M in profit.

The dealership also saw a **52% increase in visits** when running mobile + CTV ads vs. just mobile ads.

After 3 months, the dealership logged **4,400 visits** attributed to their GroundTruth campaign. This winning blend of targeting and media solutions have become a permanent part of its promotional efforts.
Let’s Drive Results Together

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