



# Maximized Marketing

## Forming a Winning Strategy

To understand the value of our technology, you must think in terms of strategy, and you must think in terms of what you, as a dealership really want. Many dealers we talk to only think in terms of “beating their competition.” Of being the best, or at least better than the other guy, who they see as their main competition. It’s not about being “the best.” It’s about winning more profits.

It’s about a way to get from where you are now, to where you want to be.

Where you are now

Where you want to be

A -----> B

Getting from A to B requires a specific strategy...a way to win.

In this case, the strategy must be a way to win higher profits.

To win higher profits, you must overcome the things that steal profits from EVERY DEALERSHIP. You must overcome the 5 Forces every dealer competes with for profits (Rivals, Alternatives, Powerful Buyers, Powerful Suppliers, New Entrants). These 5 Forces are the things in between A and B. They are the only things keeping you from getting from where you are, to where you want to be.



For some dealers, this MAY be a rival (direct competitor), but it's just as likely that it's not -- that it's a powerful buyer, or powerful supplier, or something else. Think in these terms -- what is TRULY keeping you from winning higher profits? It may be just one of the 5 Forces or it may be many. Which is it for YOU?

To overcome the 5 Forces, you must focus your limited resources so that they give you the best chance of executing your strategy -- the way to get to higher profits. So your resources should be focused on prospects who are most likely to buy, because those prospects are the quickest and surest path to profits. And prospects who are most likely to buy are prospects who are aware that they have a problem, need, or desire...a new car.

Why is that? Because until you're aware you have a problem, you don't seek a solution. It makes no sense to market to prospects who aren't aware of their problem, because they aren't in search of any solutions. And if they aren't searching, they won't buy. Prospects who ARE aware that they have a problem follow a predictable set of steps in their search for a solution, which THEY determine, not us...

1. They research the problem to define its scope
2. They research possible solutions (their alternatives)
3. They evaluate those alternatives
4. They justify their decision
5. They make a final selection

====>>>> This process starts online...ALWAYS. <<<<====



**Maximized Marketing gives you access to prospects all along this path through 3 types of targeting....**

- **In-Market Leads-People Who are in Market for a Car**
- **In-Funnel Leads-People Who are in the Market and are Considering You**
- **Facebook/Google Lookalike Match**

## **In-Market Leads**

**What it is:** A real-time, permanent, portable and proprietary list of the 3% of any market that is actively pursuing the purchase of a vehicle, thus allowing you to only market to prospects who are ready to buy now -- people who are aware that they have a problem and are seeking solutions to that problem.

**What it does:** It tracks real-time behaviors such as keyword searches, URL-level navigation, content consumption, social behavior and campaign response. It allows you to eliminate wasteful ad spend because you're only marketing to the right people. So you eliminate all of the advertising that's never going to work. When you do that, you automatically drive down cost per acquisition. And when you do that, you increase your profits.

**How it does it:** Since all sales start online, we track prospects on a people-based level as they navigate the internet. We accumulate 50 billion pieces of



**behavioral data every day and then apply machine learning to create conversion profiles for any market, any service, B2B or B2C, and especially automotive.**

**From these conversion profiles, our algorithms reconstruct PATHS to purchase-what did buyers do in the days, weeks or months leading up to the purchase. Our AI then sorts through and looks for those patterns being repeated across the billions of behavioral data points we collect every day to make a prediction about who is in market for a particular product or service.**

**We then use closed-loop analysis to measure our prediction against what actually occurred (click or no click, sale or no sale, etc.). Our machine learning algorithm can then self-adjust in real-time for every individual client to auto-optimize its targeting and conversion profiles, resulting in a prediction engine that improves and becomes more accurate over time. Why is this feature an advantage over what you're currently doing?**

**Because you're marketing to the needles, not the haystack, your advertising is vastly more efficient. And unlike what you're doing now, where the platform you're using (i.e. Google, Facebook, etc.) owns the data, with Maximized Marketing, YOU own the data.**

**What is the result of this advantage? This is the technology that allows you to execute your strategy of winning more profits. You own and control the data that represents the driver behind all sales -- the 3% of any market that's ready to buy now.**



Because you're only advertising to the people who matter, you get much higher leverage on your ad spend. And because our Targeting is based on real-time behavior, you have the first chance to gain "frame control" with a prospect, allowing you to set the buying criteria.

What will you gain from this advantage? A competitive advantage -- lower CPC and CPA -- thus creating higher profits.

## **In-Funnel Leads**

**What it is:** In-Funnel Leads are prospects who are in your marketing funnel. They represent your quickest path to profits. And thanks to Identity Resolution, you know exactly who they are.

**What it does:** Our technology is able to match back website visitors with the information in our consumer database. By doing this, we turn an anonymous prospect into a "flesh and blood" lead by providing that person's name, email address, mailing address and phone number. This is information that you own and control forever.

**How it does it:** When you place our Pixel on your website, we're able to capture your traffic and match back the identity of your visitors. We're also able to capture visitors' behaviors pre and post-click then use that data as a training sample for your custom targeting algorithm.



**Why is this feature an advantage over what you're currently doing? Your website visitors are no longer anonymous.**

**What is the result of this advantage? This gives you the ability to extend your marketing...to automatically send a postcard to a prospect who's been to your website, for example. Or reach out via a phone call. You can even launch a full email marketing campaign to bring those visitors to your dealership.**

**What will you gain from this advantage? Another tool that gives you a competitive advantage, leverage your ad spend, and helps you increase profits. You will know what your competitors do not.**

## **Facebook/Google Look-Alike Match**

**What it is:** Platforms like Facebook and Google have the ability to expand your targeting reach by creating "lookalike" audiences — audiences that "look like" a "seed" audience. For lookalike audiences to be effective, you must first give the platform a dataset that it can use to find MORE people who match the commonalities you specify.

**What it does:** Lookalike matches expand your targeting reach exponentially. It gives you the ability to take a highly targeted seed audience of only a few hundred people and find thousands more who share the same behavior patterns.



**How it does it: Because our leads are based on real-time BEHAVIORS, not demographics and not probabilistic data but DETERMINISTIC data, the commonalities that the platforms analyze to create the lookalike audience are laser-focused.**

**For example, when Google or Facebook analyze our targeting list, their algorithms will quickly determine the behaviors those prospects are exhibiting and share (keyword searches, URL-level navigation, social behavior, etc.) center around one thing — they're in the market for a new vehicle. Once this is determined, it's easy for them to provide even more prospects who are exhibiting those same behaviors.**

**Why is this feature an advantage over what you're currently doing? It's simple...the better the input (People we KNOW are in Market), the better the output (Laser-Focused Lookalikes).**

**What is the result of this advantage? Because Facebook and Google run on relevancy algorithms, meaning that you're rewarded for showing ads that are highly relevant to your target audience, your cost per click and cost per acquisition will drop. When that happens, your profits go up.**

**What will you gain from this advantage? You will be able to leverage two of the world's largest advertising platforms and do it for 25%-75% less than anyone else.**

**Let us know if you have any question. We're here to help!**

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