

Are your mobile ads fueling sales?

Bullseye for Automotive lets you measure success.

If you're ready to give your automotive campaign a high-octane boost, fill it up with Bullseye for Automotive. Thanks to partnerships with leading automotive data providers, including Acxiom and Experian, you can target potential customers based on a huge variety of automotive affinity, ownership and market features, then measure the sales impact of the campaign through advanced analytics. Vroom.





Wait till you see what we've got under the hood.

When it comes to targeting automotive buyers, 4INFO has more horsepower where it counts. We built our mobile power plant by accurately matching more than 300 million smartphones and tablets to over 100 million households. Then we supercharged it with the cleanest, most accurate audience data in the automotive targeting and measurement business.

Shop for buyers the way they shop for cars.

With Bullseye for Automotive, you'll have your choice of ready built or custom segments matched to households.

- vehicle make & model
- body styles
- price range
- age of vehicle
- new or used
- hybrid engines
- motorcycle and motor sports
- aftermarket parts
- aftermarket service
- near-market
- in-market
- owner targeting

All the options you want, all in one place.

With Bullseye, you can build your campaign to lead potential buyers through the purchase cycle, from their initial interest through the test drive, purchase and beyond. Target them at specific dealer locations, and retarget them after visiting. Reach out with financing offers or service specials. Mobile ads let you stay in front of these valuable prospects every step of the way.

Sit back and watch the sales roll in.

The best part about Bullseye for Automotive is the ability to measure the actual sales impact of your mobile exposures with industry-leading analytics using metrics like these:

- Brand unit sales
 - Competitive sales
 - Regional sales at state level
 - Various benchmark populations
 - Market share analysis
 - Full audience profiles
 - Focus area sales – segment, media partner, creative
- Bullseye advertisers have seen up to 1,000% Return on Ad Spend. So, what's it gonna take to put you in mobile campaign today?

800.206.8818 • www.4info.com

155 Bovee Road, Suite 200 • San Mateo, CA 94402
460 Park Avenue South, 12th Floor • New York, NY 10016

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