

Impact 100% of your customer's journey on Facebook

From consideration to ownership, target the right person with the right message.

Campaign Objective + **Ad Type** + **Targeting Tactic** for each stage

12 Months –

Reach Objective **using Video Ads**

Broad Targeting focused on Reach – DMA or Geo/Demo

Up to 6 Months –

Conversion Objective **with Carousel Ad Creative that Showcases Inventory or Features of Vehicles**

In Market Polk Data / Website Retargeting and Lookalikes

1-3 Months from Buying –

Lead Generation Objective **using Lead Ads for Test Drives and Website Clicks to VDPs**

MAX In Market Polk Data / Website Retargeting

Early Ownership/Over 12 Months of Ownership –

Traffic or Conversions Objective **using Offer Ads for Service, Parts, and Lease Renewals**

Custom Audience Retargeting from Sales Data (DMS or CRM)

