



OVERVIEW

Generate a New Revenue Stream

Easy Find Autos is an automotive advertising solution for your dealers that extends their reach across print, online, mobile & social media.

Publishers using Easy Find Autos increase their ad revenue by offering advertisers an extended print value-proposition that measures ad effectiveness. These markets also decrease their costs because Easy Find Autos is a turn-key, web-based solution. Easy Find Autos eliminates manual data entry, automates ad selections for dealers, and generates print pages in minutes without traditional production workflows.

The print component is a consumer-friendly directory. Vehicle listings are presented in a way that allows consumers to easily find and compare advertised vehicles with key details presented consistently across all listings. The print directory has a call-to-action, typically in the header artwork, driving print consumers to an online or mobile companion microsite.

The online microsite is an AdPerfect-powered companion web page that features the print ad inventory online and is housed within the publication's website.

The mobile microsite is similar to the online microsite, but is optimized for display on smart phones. It provides consumers the ability to search the vehicles they viewed in print and obtain more details conveniently on their phone.

Using the companion microsites, consumers can view vehicle details and also link directly to the originating vehicle on your third party data vendor's site, like Cars.com. By linking to the originating vehicle, the consumer is put in front of the dealer contact form, generating qualified leads for your dealers.



- ✓ Build print pages quickly and easily
- ✓ Increase your advertisers' reach
- ✓ Measure ad effectiveness

OVERVIEW

Dealers choose to actively or passively participate in Easy Find Autos. They can make their own vehicle selections, or have the AdPerfect inventory selection engine automatically make selections for them based on intelligent preset rules. Additionally, Easy Find Autos has built-in relationship management features, so **maintaining relationships with your dealers is easy.** Dealers are automatically emailed reminder emails and visual advertising summaries called *run sheets*: 8.5" x 11" PDFs summarizing the dealer's weekly vehicle selections.

With multimedia integration you extend your dealers' advertising reach; **but more importantly, AdPerfect can track consumer activity derived solely from the print directory.** Based on consumer activity, AdPerfect measures ad effectiveness and provides you and your dealers with detailed reports showcasing the results.

Reporting data are further aggregated across the local market, gaining insight to the buying habits of the local consumer. Your sales reps can now provide dealers with comprehensive reports on consumer interest and activity resulting directly from classified print advertising.

AdPerfect equips your sales reps with the key details needed to demonstrate your integrated offering as an effective sales tool for local dealers.

Media publishers using this solution include:

Boston Globe, Postmedia Network, Gatehouse, Hearst, McClatchy, New York Times Regional Media Group, Lee Enterprises, and E.W. Scripps.





A WIN-WIN-WIN SITUATION

WIN FOR PUBLISHERS

1. Generate an additional revenue stream.
2. Save costs on traditional production and typesetting by leveraging an automated production platform.
3. Equip sales reps with information that shows dealers how well Easy Find Autos works and how they can alter selections to improve their performance.
4. Save ongoing costs and reduce startup with a turnkey solution that is updated regularly with innovative technology.
5. Increase dealer satisfaction by offering an effective solution that generates additional revenue.

WIN FOR DEALERS

1. Sell more faster with reports that explain what inventory sells the best in their market.
2. Extend advertising reach across multimedia platforms.
3. Compress traditional production timelines with automated production; Dealers can make advertising decisions the day of production.
4. Choose to make inventory selections manually or automatically with AdPerfect's Inventory Selection Engine.
5. Increase qualified leads by driving print consumers online to the lead form.

WIN FOR CONSUMERS

1. Easily navigate through the sorted print directory to find and compare vehicles.
2. Use the online companion microsite to find vehicles featured in print online quickly and easily.
3. Conveniently search vehicle details on a mobile device.



WHAT YOU GET

You get multimedia integration

- ✓ Print directory ads
- ✓ Online companion microsite
- ✓ Mobile companion microsite
- ✓ QR code integration
- ✓ Facebook Application

Complimentary Extras

- Retail & make sponsorship display ads
- Dealer run sheets
- Traffic builder leaderboard web ad (maximum impression/month)
- Comprehensive reporting metrics
- Sales training
- Support
- Publisher-branded sales collateral
- Webinars focused on best practices
- Monthly advertiser reporting summaries

Integration with other solutions

While Easy Find Autos is an advanced advertising solution on its own, integration with other AdPerfect solutions provides advertisers a package that covers all their advertising needs and lets publishers gain a larger share of their advertisers' wallets. AdPerfect offers the following solutions for integration with Easy Find Autos:

- ✓ Dynamic Web Ads
- ✓ Dynamic Display Ads
- ✓ Self-Serve Order Entry
- ✓ Niche Magazines
- ✓ Commercial Liners

"Easy Find Autos is a powerful integrated media solution that drives new revenue in the automotive classified vertical for print, online & mobile."

-Steve Kump, President & CTO

For more information on bundling Easy Find Autos with other AdPerfect solutions, please contact your AdPerfect representative at sales@adperfect.com.