



AdConnect Automated Targeted Online Advertising

Motorcentral® AdConnect manages the advertising of your vehicles to targeted audiences on advertising platforms such as Google & Facebook.

- ✓ Put your vehicles in front of **New Zealander's in the places they love**
- ✓ Advertise individual vehicles to **matching audiences**
- ✓ **Personal & branded** messages
- ✓ Set your **budget per month and per vehicle**
- ✓ Select **which vehicles to advertise and when**
- ✓ **Only pay when a customer clicks** through to your website

New Zealand is changing

Online and social media activity is exploding in New Zealand and it's important you consider putting your vehicles in the places more kiwis are visiting each day. For example:

- 2.5 million kiwis are on YouTube every month
- 2.4 million use Facebook every month
- 860 thousand are on LinkedIn every month
- 370 thousand are on Twitter each month
- **3.5 billion Google searches are completed every day worldwide**

Motorcentral AdConnect can put your vehicles on 5 of the 25 most visited websites* in **New Zealand** including Google, Facebook, YouTube & LinkedIn.

Automated Advertising to Targeted Audiences

Motorcentral AdConnect is a cost effective way to advertise your vehicles on advertising networks such as Google & Facebook.

You decide how much you want to spend individually on each vehicle you have in stock and we'll then build a beautiful set of customised adverts ready for display on New Zealand's most popular websites.

Using analytic data available from various sources, including your Motorcentral Website, we can also best match the audience for each of your individual vehicles, resulting in highly targeted and highly effective advertising.

* Source: <http://www.alexa.com/topsites/countries/nz> as at 30 Mar 2016



facebook

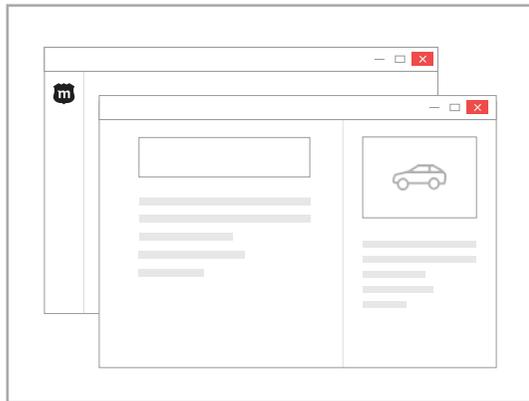
YouTube

Instagram

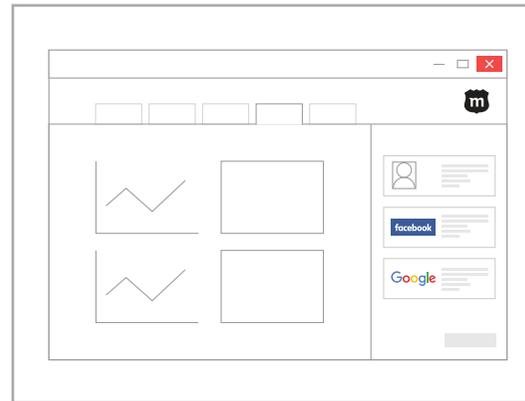
twitter

LinkedIn

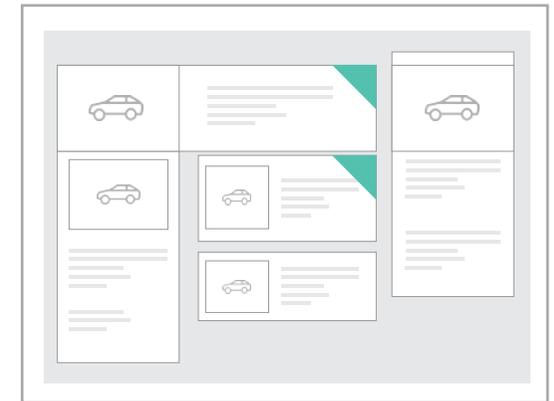
How it works



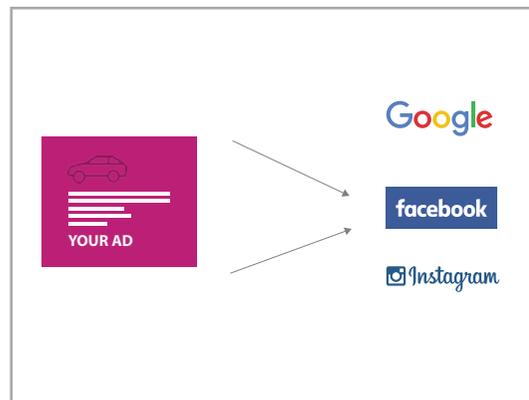
1. Select the vehicle you'd like to advertise from within Motorcentral



2. Choose:
 - where you'd like to advertise it
 - your monthly & cost-per-click budgets
 - whom you'd like to target (or leave it to us to determine the best audience)



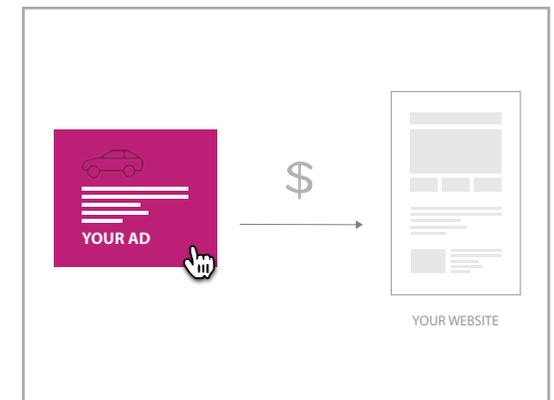
3. We'll automatically create adverts of various sizes for each advertising platform using the photos and features of that vehicle



4. We'll create and start a campaign with each selected platform, using your desired budget and targeted to a specific audience



5. Once an advertising platform approves your advert it'll begin to appear on various websites belonging to that platform



6. You pay when someone clicks on your advert and is directed through to your website

Google Ad Network Example

The screenshot shows the Stuff.co.nz website interface. At the top, there's a navigation bar with categories like 'National', 'World', 'Business', 'Technology', 'Sport', 'Entertainment', 'Life & Style', 'Travel', 'Motoring', and 'Stuff Nation'. Below this, there are several news articles with headlines such as 'WOULD YOU HELP?', 'Left on the roadside', 'Mum's note to decapitated child', 'Call for insanity killing inquiry', '\$1m Wainui Lotto win', and 'No obstacle too tough'. There are also social media sharing icons and a 'Contribute to Stuff Nation' button at the bottom.

1996 Ford Indigo Concept
ONLY \$10,000 +ORC

ACME CARS BUY NOW

1996 FORD INDIGO CONCEPT

BUY NOW

ONLY \$10,000 +ORC

ACME CARS

30 Years In The Trade.

LEARN MORE

1996 Ford Indigo Concept

Low kms, Manual, Turbo, Leather Seats

Low kms

Manual

ACME CARS

Quality Cars, Best Value.

BUY NOW

Turbo - Leather Seats - Low kms - Manual

1996 FORD INDIGO CONCEPT

ONLY \$10,000 +ORC

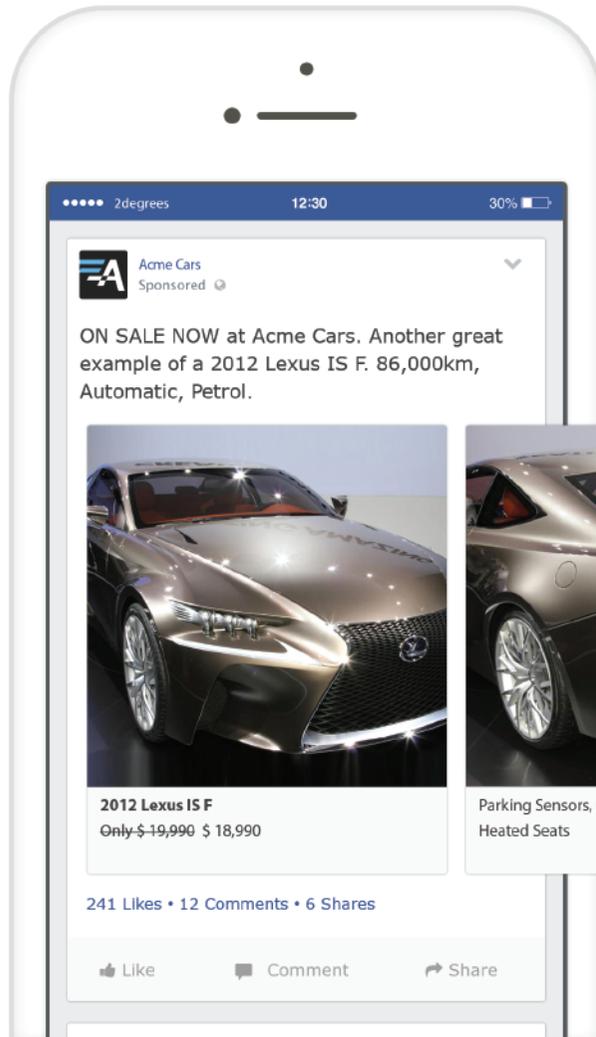
30 Years In The Trade.

LEARN MORE

ACME CARS

Facebook Network Example

- ✓ All images, text & video are **automatically combined to create advert**
- ✓ **Showcases 3-5 images** within a single ad unit with direct link to your website.
- ✓ Coming soon: **inline video** (optional)



2012 Lexus IS F
Only \$19,990 \$18,990



Parking Sensors, Car Alarm, Digital Display,
Heated Seats



Air Conditioning, 24 Valve, Cruise Control,
Sports Exhaust



Quality Cars, Best Value.



30 years in the trade.