

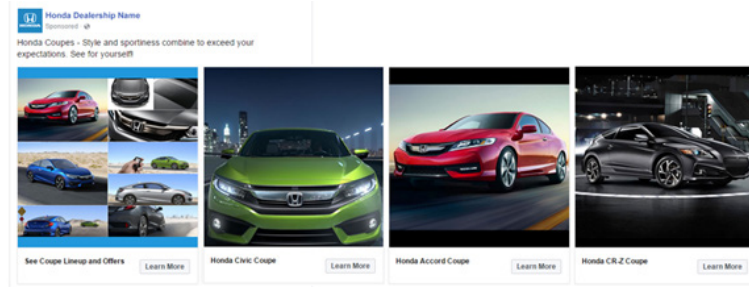
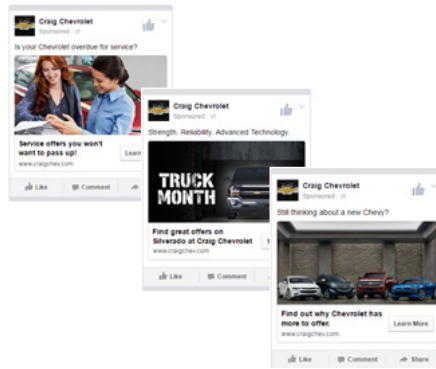


# Outsell Social Ads

Outsell Social Ads helps you reach the unreachable in your database, attract new buyers to your store, and keeps active in-market shoppers engaged with relevant, eye-catching ads on the web's most popular social platform: Facebook.

## CROSS-CHANNEL CAMPAIGN OPTIMIZATION AT YOUR FINGERTIPS

- Engages active in-market shoppers through web re-targeting and BuyerScout® scoring integration
- Expands message to the unreachable in your database
- Drives new-to-you customers to your webpages
- Entices lapsed service customers back to your service bays
- Easy, smart and integrated with your email campaigns



# 87%

OF AUTO SHOPPERS RESEARCH CAR PURCHASES ON SOCIAL MEDIA PRIOR TO MAKING A DECISION<sup>1</sup>

# 15-20x

AVERAGE NUMBER OF TIME PEOPLE CHECK FACEBOOK PER DAY<sup>2</sup>

# 20%

OF ALL TIME SPENT ONLINE IS ON FACEBOOK<sup>3</sup>

1. CrowdTap Study on Automotive Buying Behaviors, April 9, 2015  
 2. Facebook: Digital Dealer Conference. August 2016  
 3. Businessinsider.com. Here's how much time people spend on Facebook per day. July 8, 2015.