

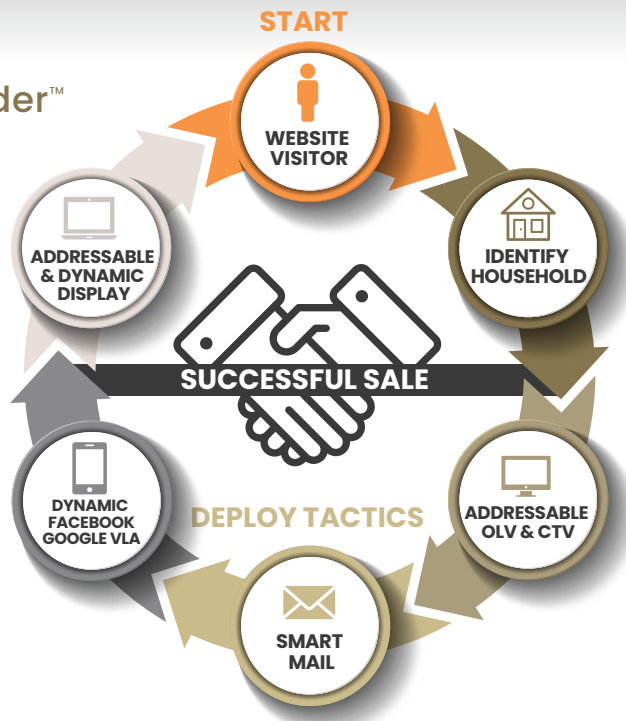


Nexstar Audience Builder™ vs. Old-School Traffic Driver



	AUDIENCE BUILDER	TRAFFIC DRIVER
Audience Identification	Household Level	Anonymous Shoppers
Data Utilization	Personalized Targeting & Retargeting	Limited
Targeting Precision	First Party, In-Market	Third-Party Dependent
Attribution & Insights	Household Level Sales	Ambiguous & Fragmented
Cross-Channel Synergy	Cohesive	Siloed
Conversion Likelihood	High	Low
Actionable Results	Robust Database & Continuous Targeted Ads	Limited Post-Campaign Insights

Nexstar Audience Builder™



Old-School Traffic Driver



BENEFITS:

- Drives in-market shoppers to your site with VIN-specific advertising tactics
- Identifies Shopping Households
- Builds a First-Party Audience
- Force multiply through addressable media to maximize effectiveness & ROI

Ready to Leave Old-School Solutions Behind & See Measurable Results Now?

Check out our pricing options and ask your representative what package will be most effective for your business.

TACTICS	BASIC	PLUS	DOMINATE	MAX
Dynamic Facebook	✓	✓	✓	✓
Dynamic Display	✓	✓	✓	✓
Google VLA	✓	✓	✓	✓
Addressable Display	✓	✓	✓	✓
Addressable CTV				✓
Addressable OLV		✓	✓	
Smart Mail			✓	✓



Nexstar Audience Builder™ Launch Questionnaire

1. What are the dealer's pain points?
2. What are the dealer's priorities?
3. What is the dealer's budget for AMM?
4. Would AMM be supplemental to their current strategy or would AMM replace their current strategy?
5. Does the dealer have access to their current digital advertising budget breakdowns? If so please provide.
6. Average units Sold per month both new and used?
7. What is the focus % between new, used, service?
8. Are there models of focus?
9. Are you enrolled in your OEM's Digital Advertising Program with another vendor?
10. If so, are you facing challenges are they facing with their existing provider?
11. What are the dealer's PMA zip codes?
12. Does the dealer have creative assets ready?

HOW TO PICK THE RIGHT PACKAGE FOR YOUR DEALER:

- 50-75 Average Monthly Sales
Basic Package
- 75-150 Average Monthly Sales
Plus Package
- 150-200 Average Monthly Sales
Dominate Package
- 200+ Average Monthly Sales
Max or Dominate Package

HOW TO IDENTIFY WHAT YOUR BUDGET THRESHOLD IS FOR YOUR DEALER:

New vehicle monthly average of actual and goals x PRU multiplier of \$175 = Budget

ie: (New vehicle actual monthly sales + New vehicle goal)/2 to find the avg and multiply by \$175 to find your true budget potential!