

Audience Activator Talk Tracks (Powered by fullthrottle.ai)

Door Opener

With our Automotive Marketing Management (AMM) partners, we're helping dealerships evolve their digital advertising in three key ways:

1. Smarter targeting – 95% of website shoppers never fill out a lead form. Instead of relying on outdated cookie targeting, we use household-level identification to turn those anonymous visitors into sales opportunities from your virtual showroom.
2. Smarter spending – Focus your ad dollars on addressable households already showing buying intent, reducing media waste.
3. Smarter measurement – Instead of vanity metrics like clicks and impressions, measure what truly matters: sales, service transactions, and customer journeys.

Through Nexstar's exclusive partnership with fullthrottle.ai, you now have access to patented, AI-powered digital technology that identifies anonymous website visitors at the household level, then automatically delivers targeted digital ads, direct mail, and video to qualified people in that home — across every device they use.

What It Is

You work hard to drive traffic to your website — but what happens to the shoppers who don't fill out a lead form? That's where Audience Activator comes in.

It's an AI-powered, cookieless marketing solution that converts your anonymous, bottom-funnel website visitors into real, trackable buyers.

How It Works

1. Identification: When a consumer visits your site and opts in to location sharing, our platform matches them to their residential household in real time.
2. Activation: Within 24–72 hours, Audience Activator automatically sends a personalized direct mail piece and starts digital retargeting across all devices in that household.
3. Optimization: Our AI engine prioritizes households most likely to buy, ensuring your budget focuses on the shoppers that matter most.
4. Attribution: Track conversions, monitor buyer behavior, and view customer journey insights — all in one live dashboard with data-driven recommendations for next month's spend.

Why Dealers Love It

- Full-funnel, cookieless solution that enhances all other media.

- OEM-certified for General Motors, including VIN-specific targeting tools.
- Eligible for 100% co-op reimbursement (gross + fees).
- Delivers both digital reach and physical touchpoints — creating true omnichannel engagement.

Suggested Pitch (Meghan)

Not only is it state-of-the-art, but Audience Activator is also OEM-certified for GM, including a VIN-specific advertising tool that's incredibly effective.

I pre-screened Preston Hood, and GM will cover 100% of the investment — including fees — through co-op.

Since I'm local and easy to reach, I'd love to stop by for a quick chat — no hard pitch, just to see if it aligns with what you're working on at Preston Hood.

Does next Wednesday at 2 PM work for a quick conversation?

Suggested Pitch (Savannah)

Hey Makayla, it's Savannah with WKRG. I'll be in your area next week and would love to stop by to say hello.

WKRG is part of Nexstar Media Group, and we're excited to bring something new to local dealers — Audience Activator, powered by fullthrottle.ai.

It identifies anonymous website visitors, matches them to real households, and then automatically delivers digital ads and direct mail to qualified shoppers across all their devices.

The goal? Keep your dealership in front of shoppers who are already browsing your virtual showroom — long before they fill out a form or visit the lot.

Would you have 15 minutes next week to see how it works?

Summary for New Salespeople

Audience Activator = Identify → Activate → Convert → Measure

It's the bridge between website traffic and real-world car buyers.

Use it to show dealers how Nexstar can help them:

- Own their audience, not rent it through cookies.
- Retarget smarter, not broader.
- Track real sales, not empty metrics.