
How to Increase Showroom Visits & Service RO's with Waze Local!

About DealerOn

DrivingSales Top Rated Website Provider, 2011 - 2017

✓ Only provider to have won the last 7 Years In A Row!

2X Digital Dealer Website Excellence Award Winner

DrivingSales Top Rated SEO Provider, 2017

3X AWA Winner

Premier Google Partner

More Dataium Monthly ASI Winners than all others combined

DealerOn's website customers have an average documented lead increase of 250%





Digital Dealer 24
April 10 - 12, 2018
Orlando
Booth #307

www.digitaldealer.com/conference/attendee/register/

Say Hello To...



Justin Nabozna

Head of Channel Sales & Agency Partnerships at
Waze, a subsidiary of Google

www.linkedin.com/in/justin-nabozna/

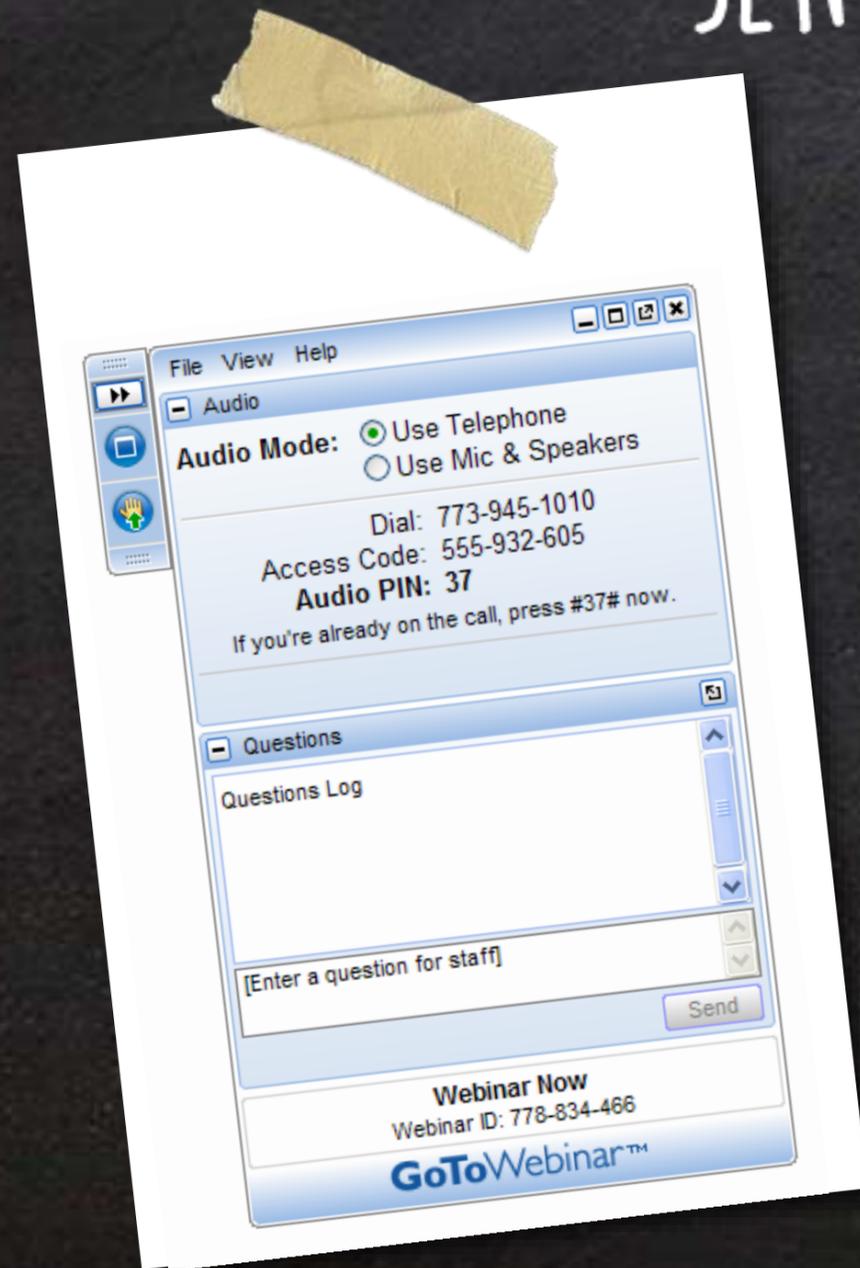
Visit the Waze Booth #316 at Digital Dealer
(4/10 - 4/12)



@DealerOn
@ElianaRaggio



SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT

Prize #1



Prize #2



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!

AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

Tweet Much?



@Dealeron

@ElianaRaggio

#dealeronwebby



How to Increase Showroom Visits & Service RO's with Waze Local!

OBJECTIVES

- * Learn more about Waze
- * Why Waze is a good advertising fit for Auto
- * Waze Local Ad Offering
- * Auto Case Studies
- * Giveaway
- * Question & Answer Session



POLL QUESTION

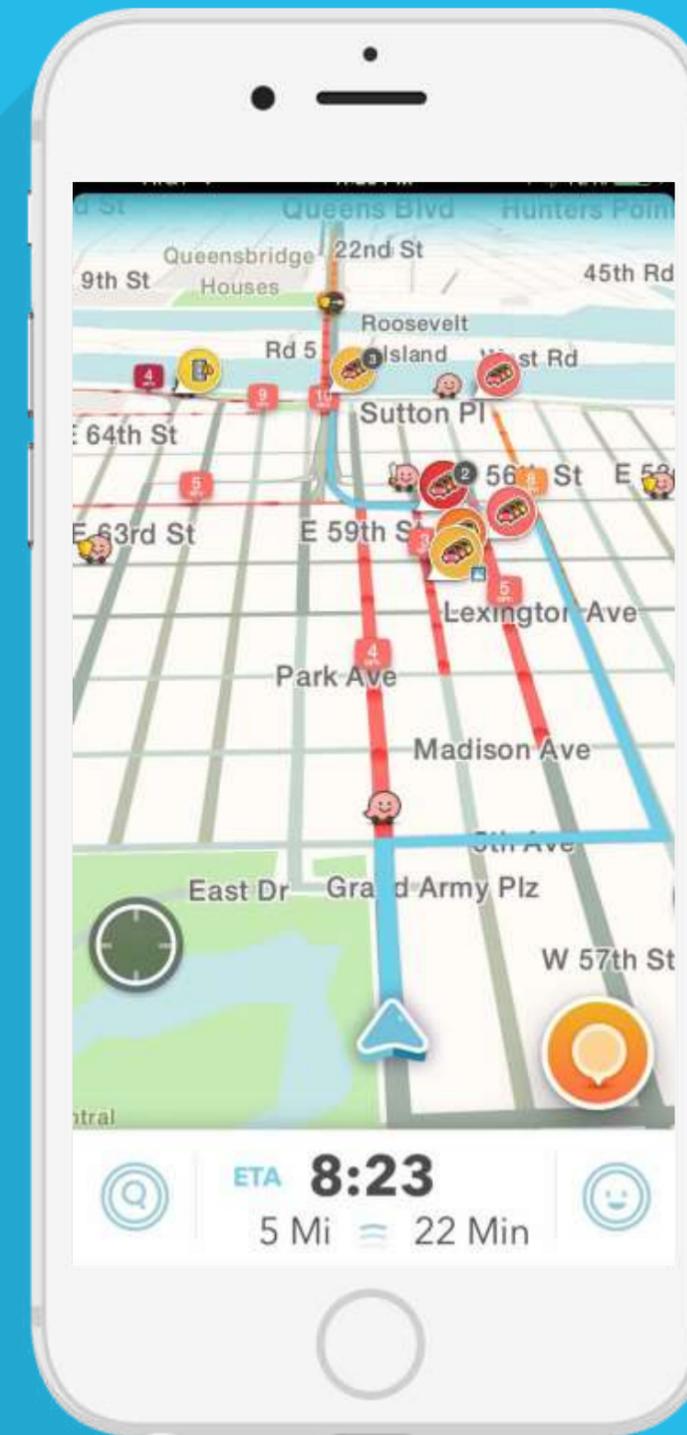


About Waze

xyz

About Waze

- ✔ World's largest community-based navigation app with 100M+ active users
- ✔ A Google company
- ✔ Our mission: Outsmarting traffic, together.



Community -based Reporting

50M+ Reports per Month
500k+ Community Volunteers

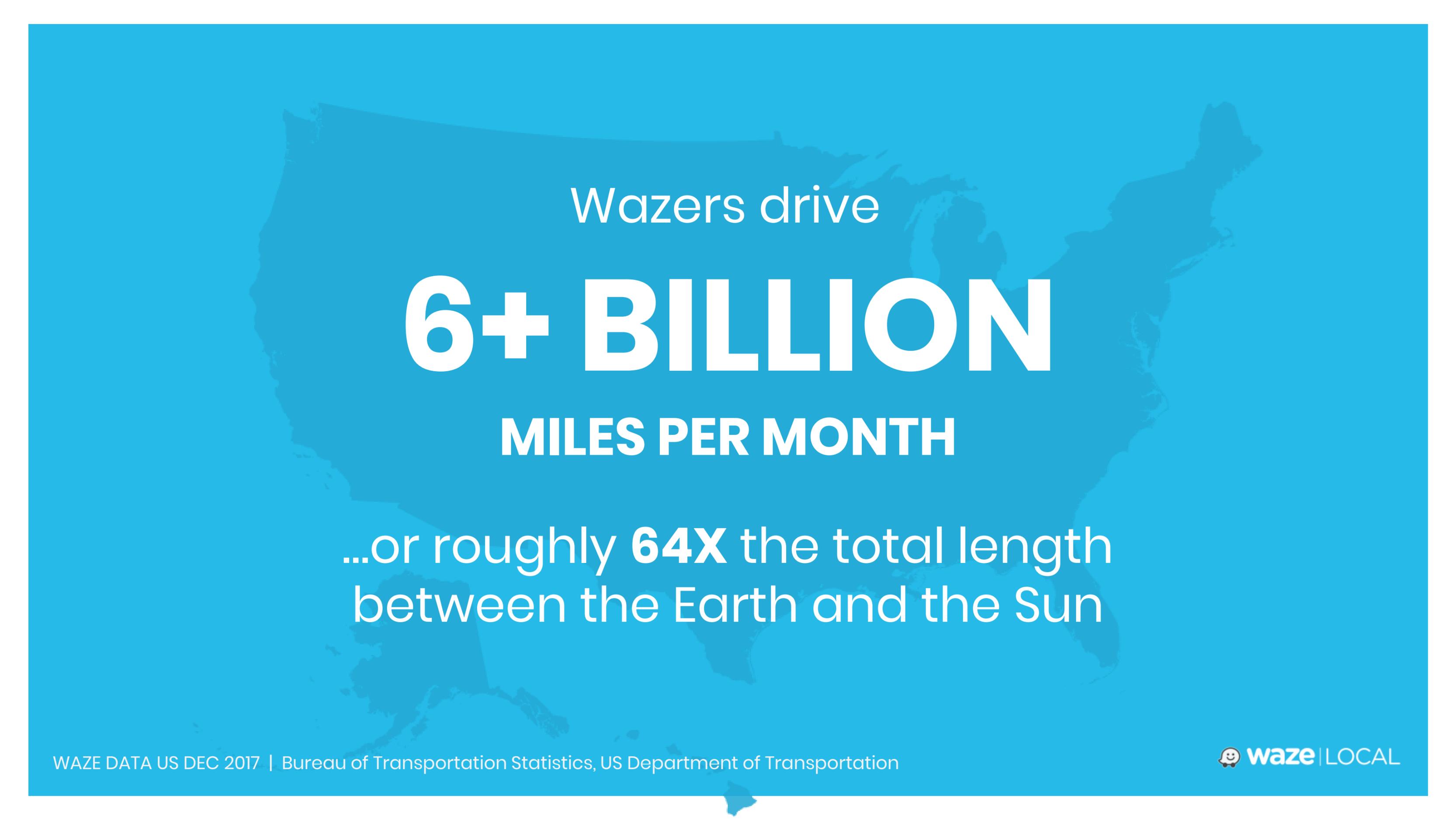


Forbes

Top 50 Brands

October 19, 2017

01 	02 Google	03 amazon	04 NETFLIX	05 	06  ANDROID	07  Spotify	08 PIXAR	09 Disney	10 SAMSUNG
11 	12 pandora®	13 You Tube	14 	15 KEURIG	16 KitchenAid	17 	18 PayPal	19  fitbit.	20 SONY.
21 	22  Microsoft	23 	24 Fisher-Price	25  TOYOTA	26 	27 Crest.	28 Dove 	29 Tide	30 n p r
31 	32 COSTCO WHOLESALE	33  HONDA	34 	35  waze	36 BAND-AID®	37 	38 Southwest	39 HERSHEY'S	40  XBOX
41 Johnson & Johnson	42 MARVEL	43 	44 BLIZZARD ENTERTAINMENT	45 Etsy	46  adidas	47  UNDER ARMOUR	48 HBO HOME BOX OFFICE™	49 Nintendo	50 



Wazers drive

6+ BILLION

MILES PER MONTH

...or roughly **64X** the total length
between the Earth and the Sun

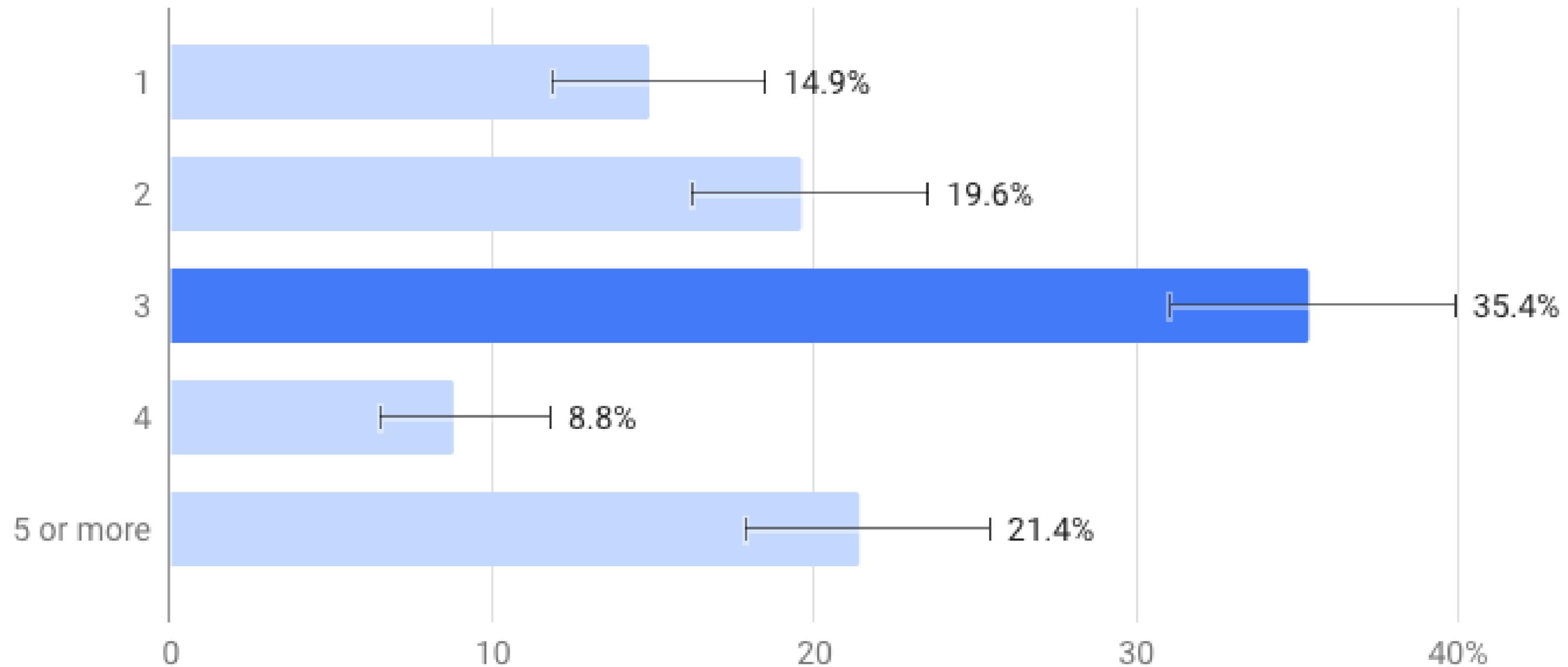
Why Waze for auto retail?

Connecting dealerships to drivers

Why Waze matters



Wazer dealership visits during the decision-making process



Every 5 minutes, 73 navigations occur to a car dealership venue on Waze in the U.S

5 minutes



73 navigations

DRIVE TO DEALERSHIPS

Waze and Fixed Operations



Reach drivers at the right time



REACH DRIVERS HERE



INSTEAD OF HERE

Every 5 minutes, 67 navigations occur to a car service venue on Waze in the U.S

5 minutes



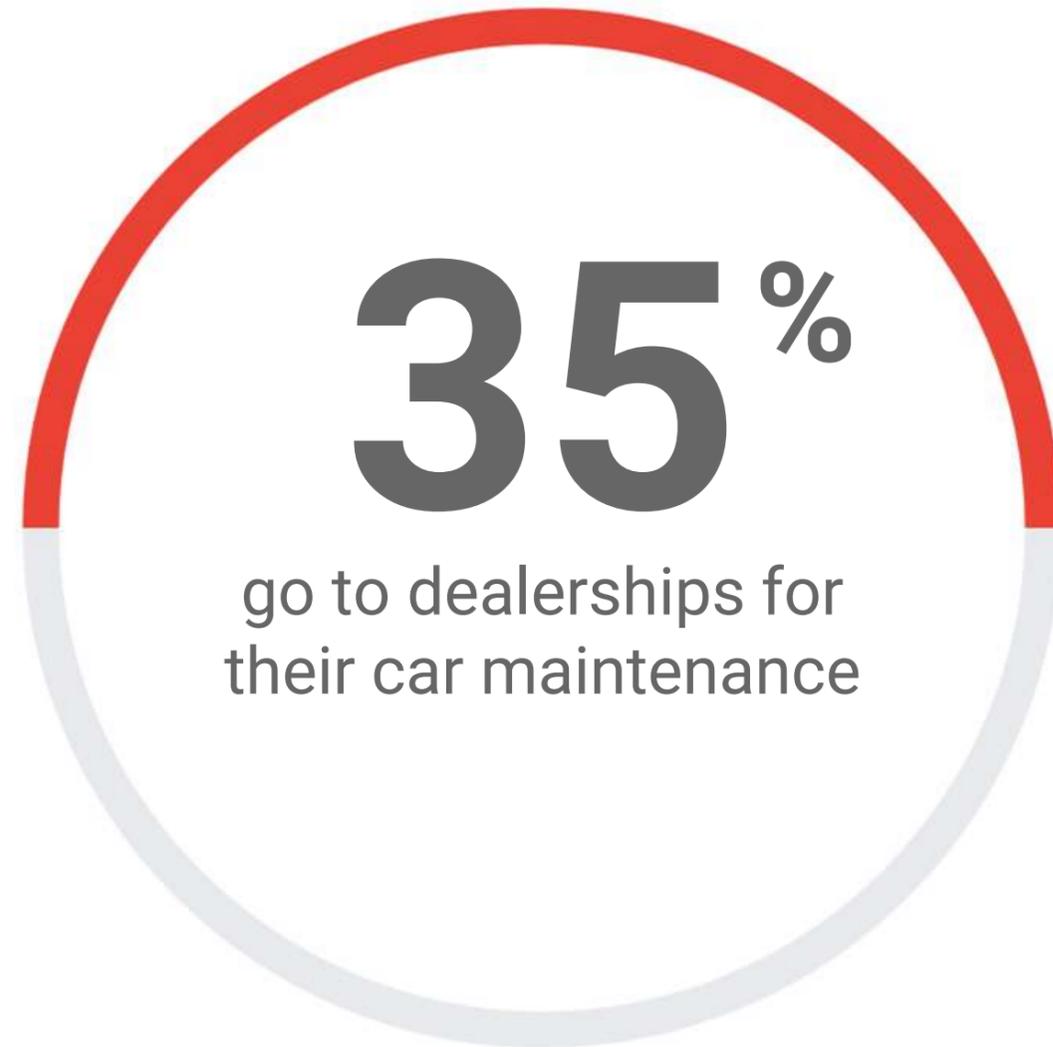
67 navigations

What is the opportunity?



90 million car services per year

Where do they go?

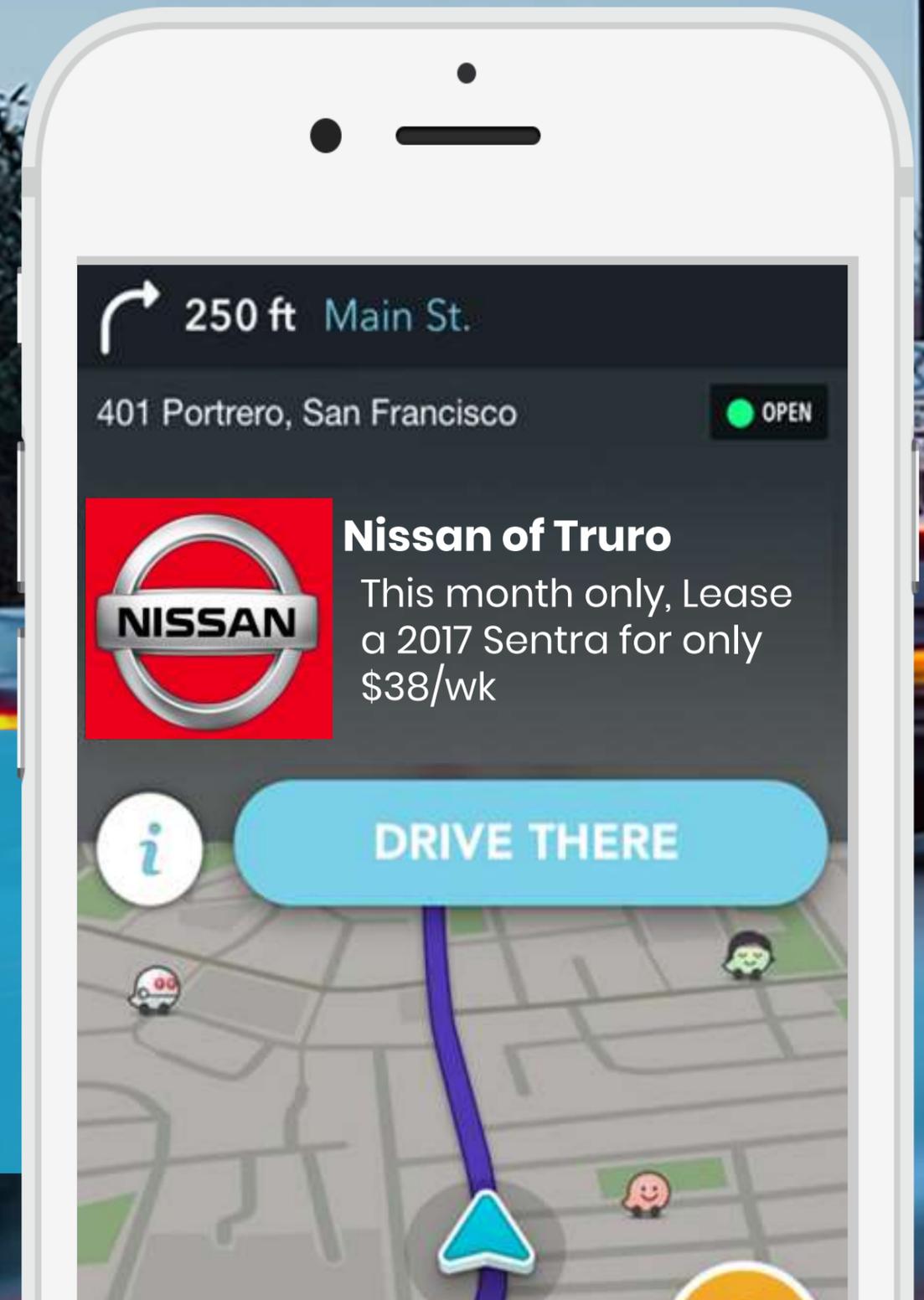


Waze Local

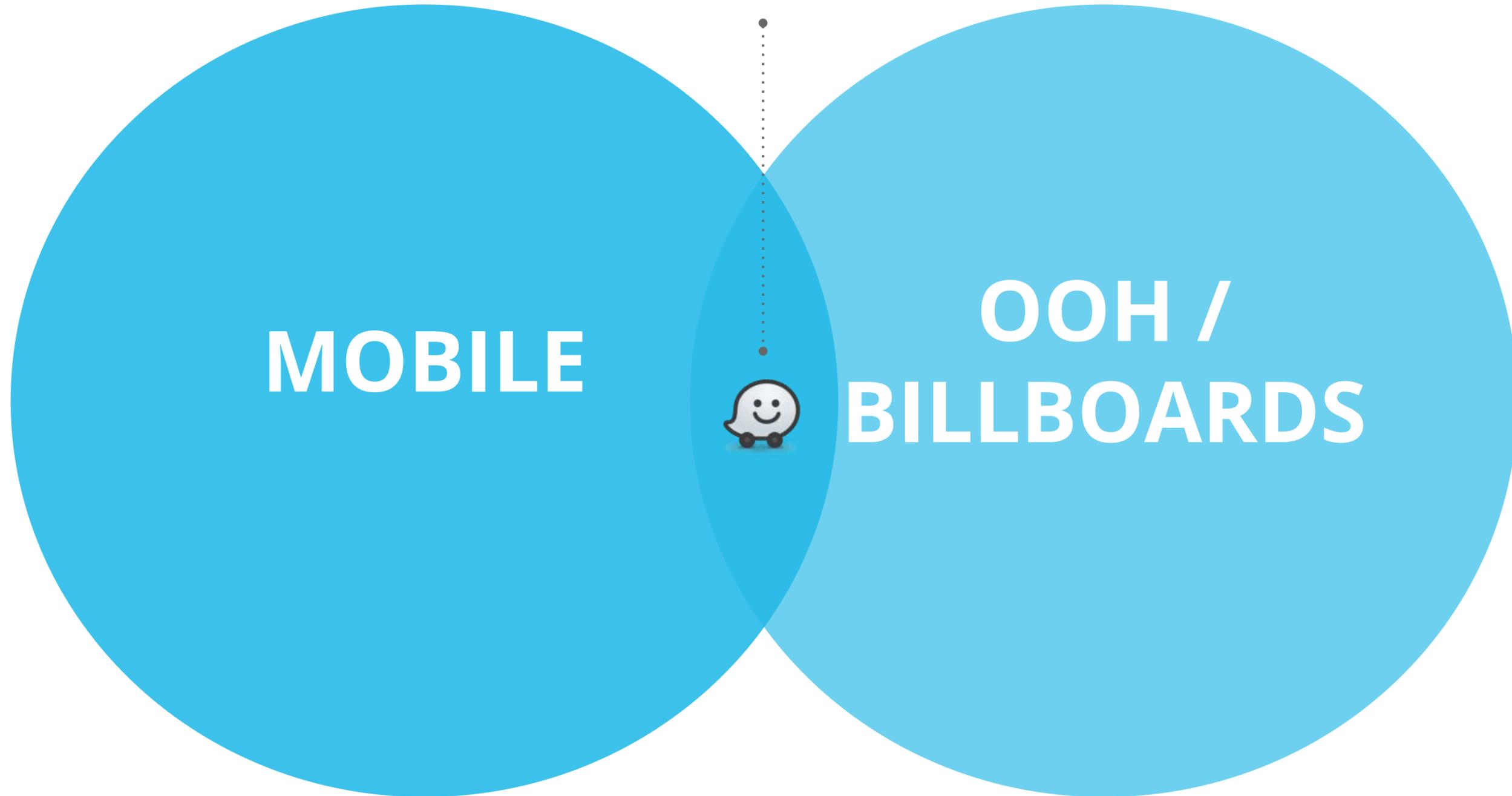
Ad Offering



BILLBOARDS WITH A DIGITAL BACKBONE



DRIVERS





Reach drivers near your business.

In the US, nearly $\frac{1}{3}$ of the **Waze users** you reach through ads live within **6 miles** of your business.



Your business

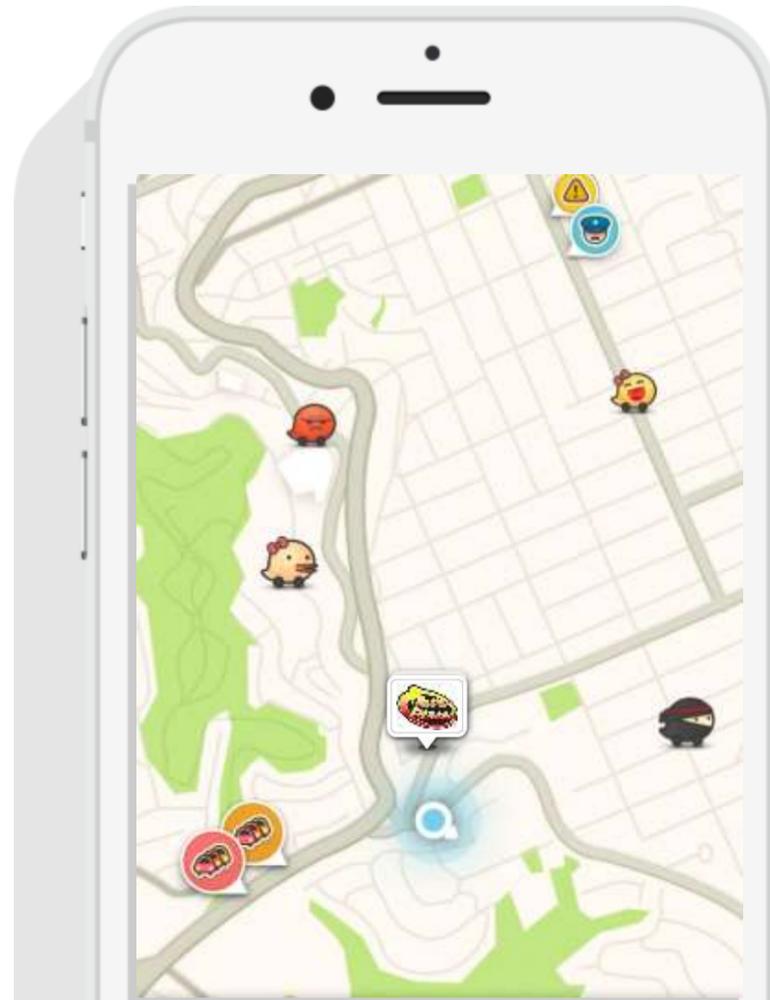
6 miles



Waze users

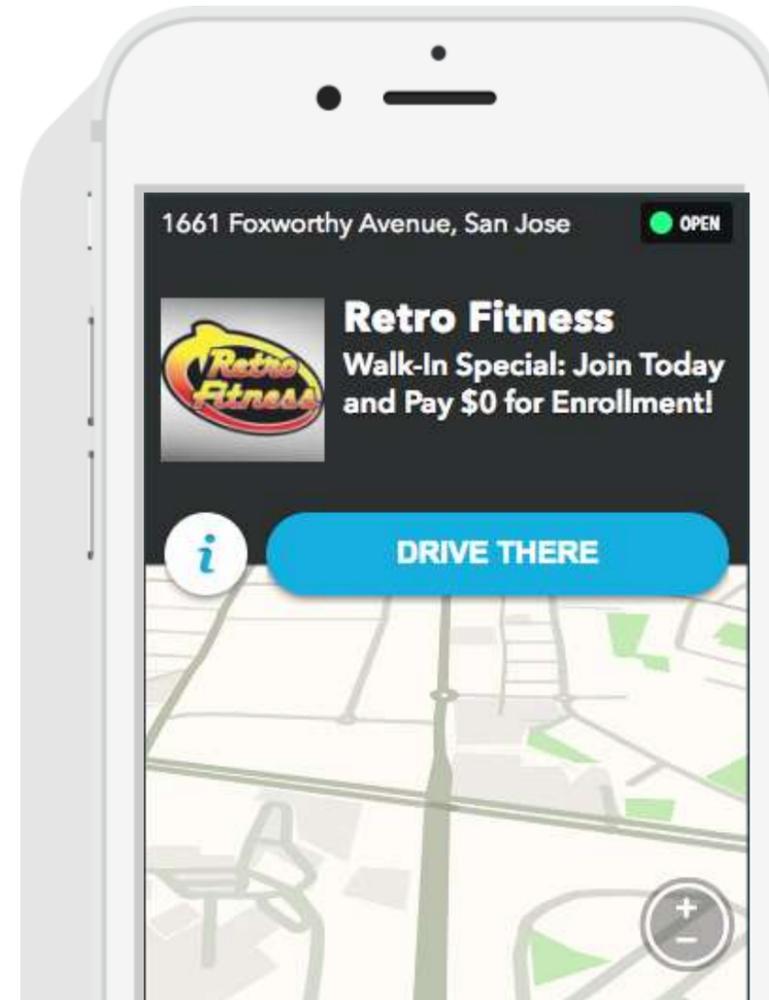
Source: Waze Internal Study (H22017) on 9K+ US small and medium advertisers.

Waze Formats



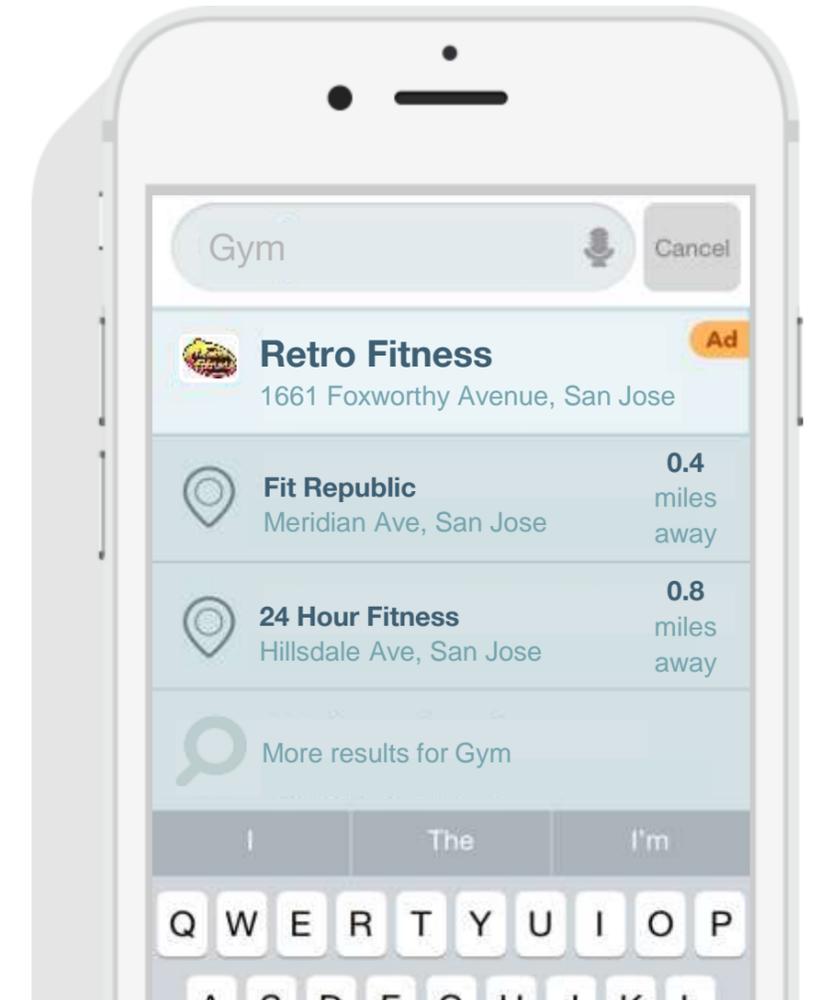
PINS

Educate and remind drivers of places near their drive, building location awareness



TAKEOVERS

Reach users on-the-go by messaging drivers who are stopped for 3+ seconds

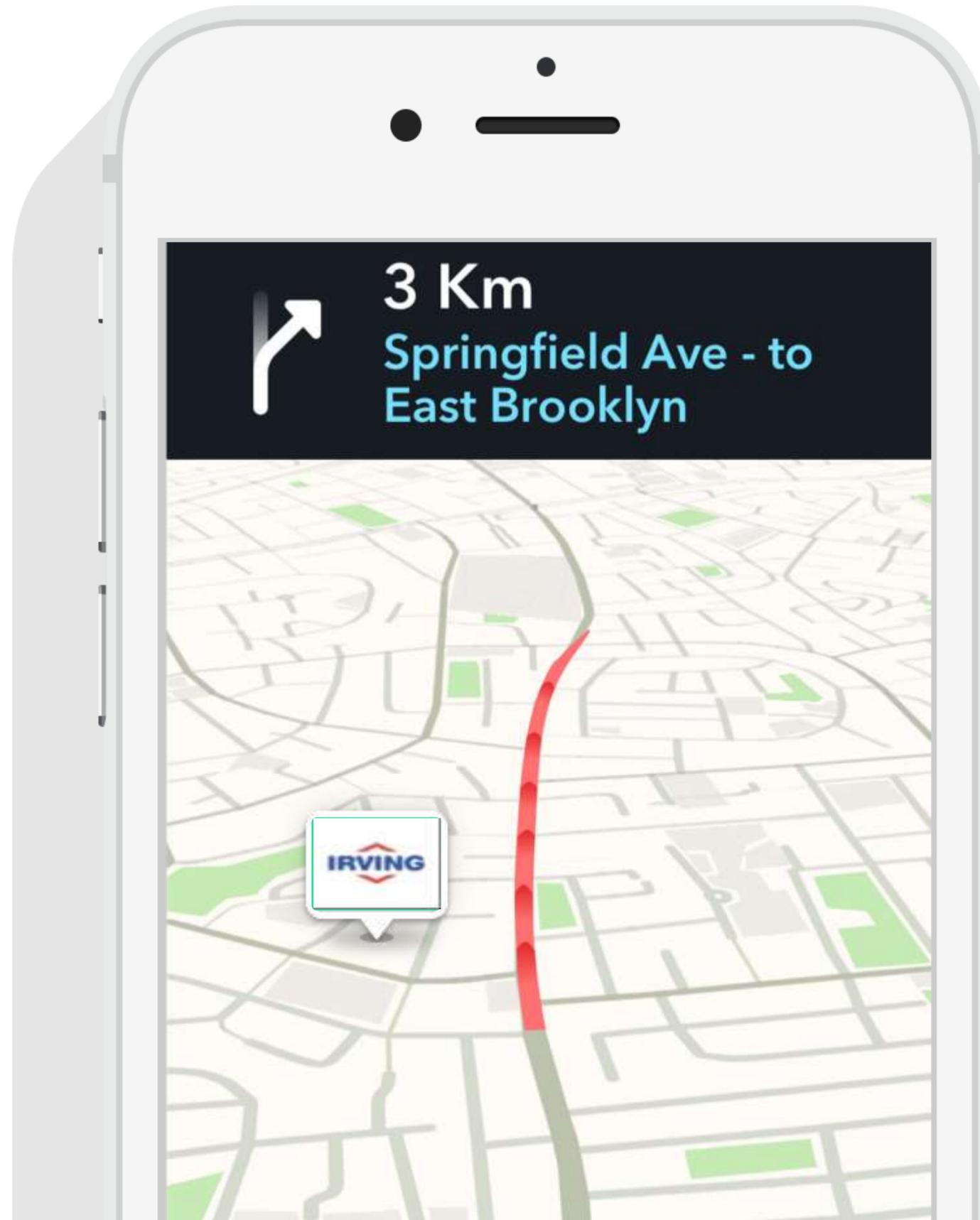


SEARCH

Remain top of mind to users searching with high intent to navigate to certain category

Branded Pin

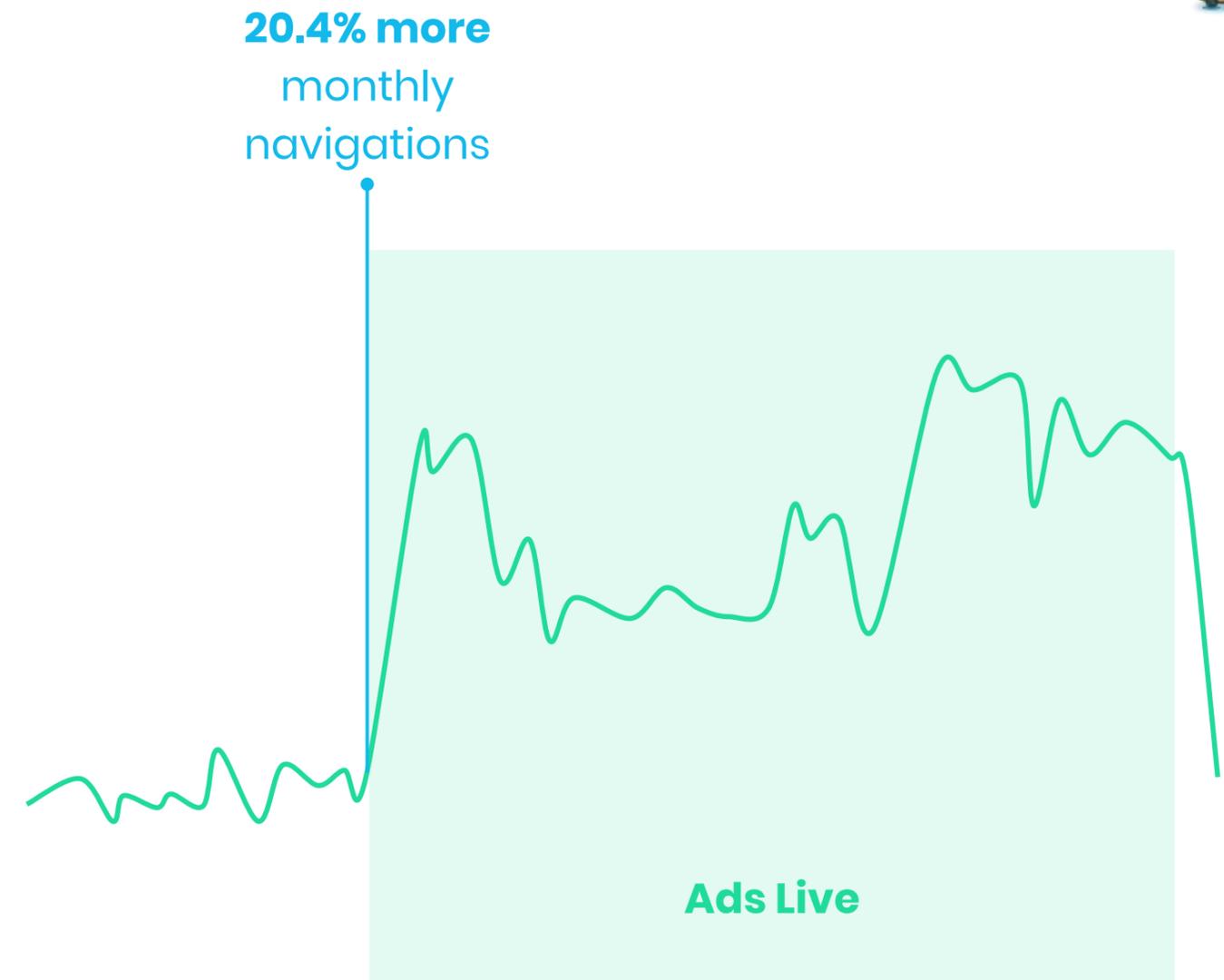
Location awareness of your nearby store.





Impact of Waze Local

In the US, SMBs already on the Waze map saw **20.4% more monthly navigations** when they started advertising with Waze Local.



Source: On average. Waze Internal Study (H22017) on 1.4K+ US advertisers.

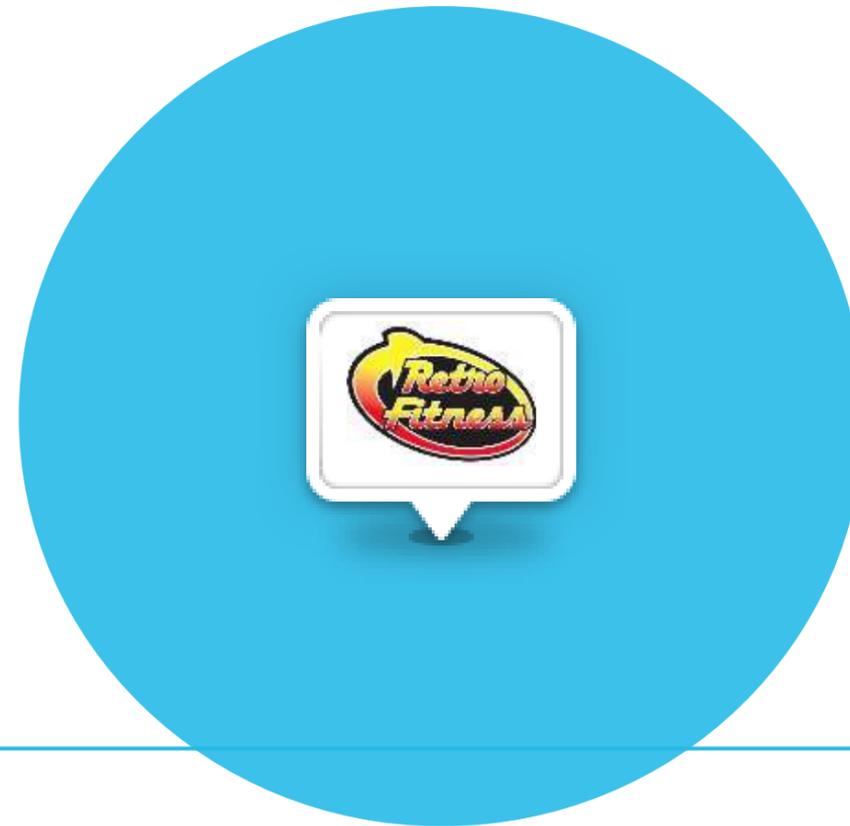
Zero-Speed Takeover

A digital billboard, reaching drivers when their attention is highest



A TAKEOVER SERVES

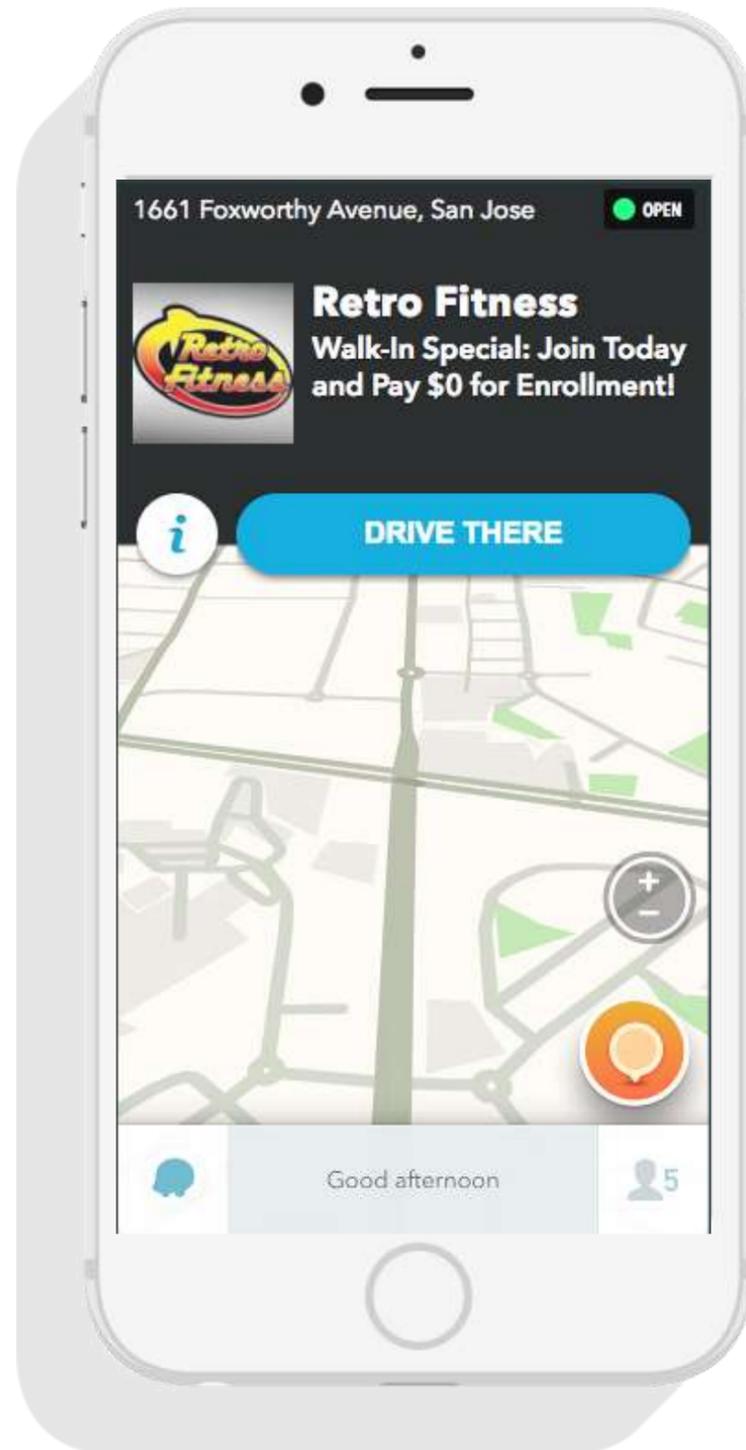
when a user's route overlaps with the radius of a brand location



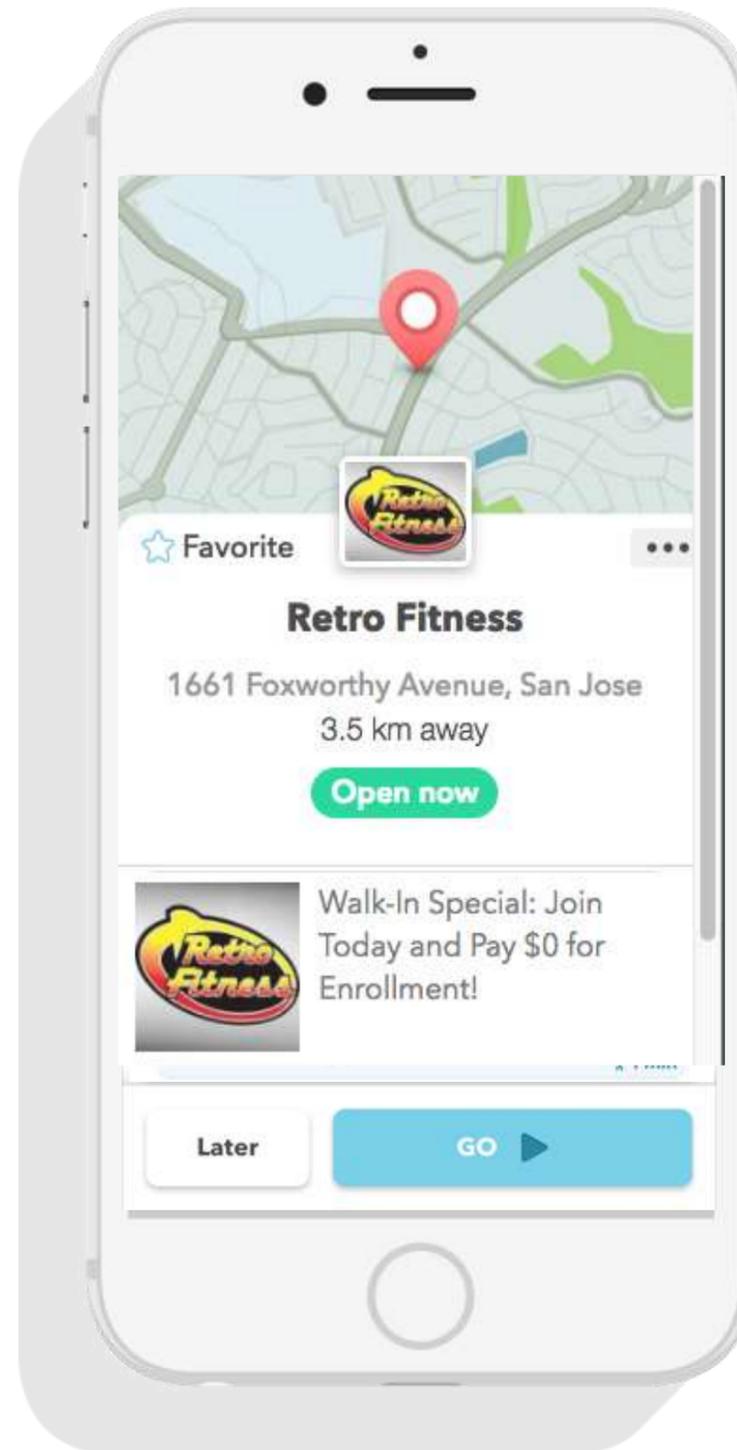
Retro Fitness
Walk-In Special: Join Today
and Pay \$0 for Enrollment!

Drive There

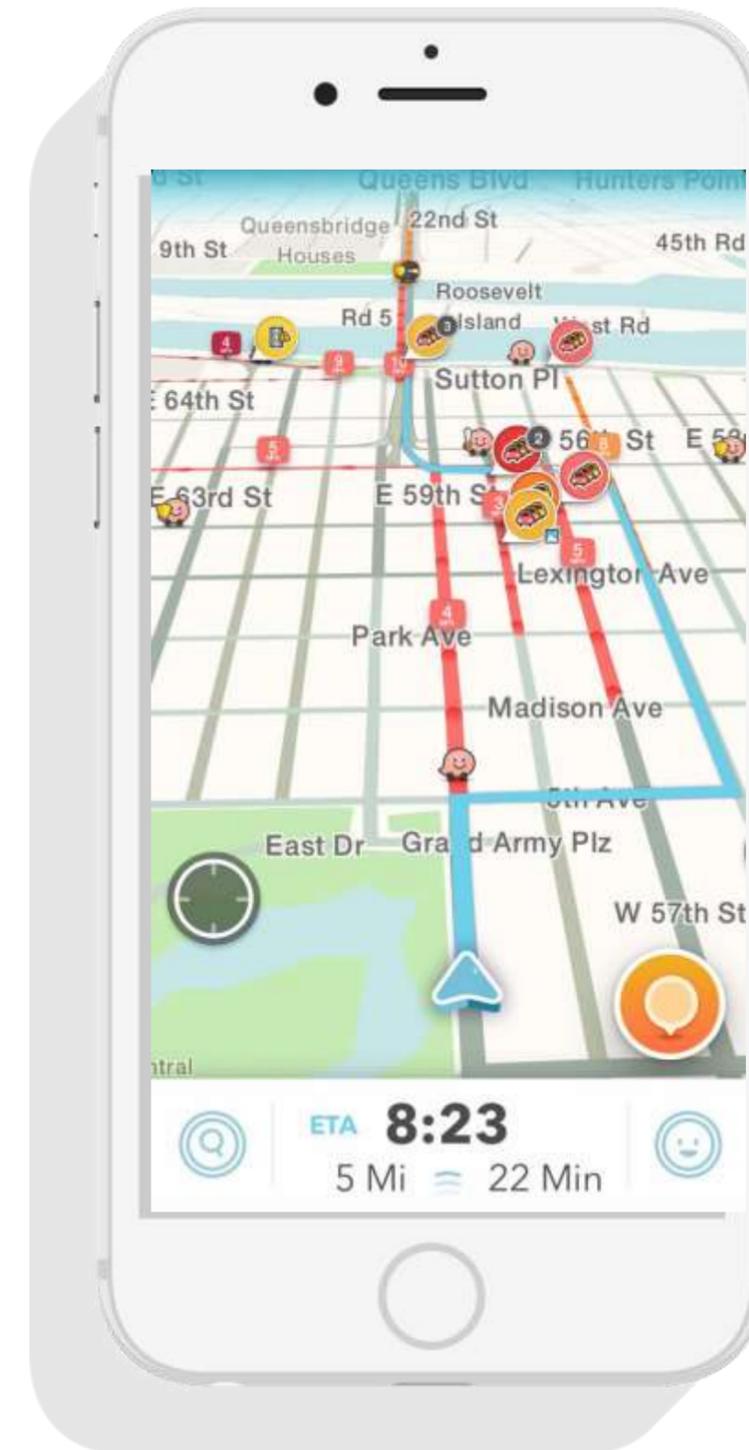
'Drive There' User Flow | Zero Speed Takeover



Zero-Speed Takeover



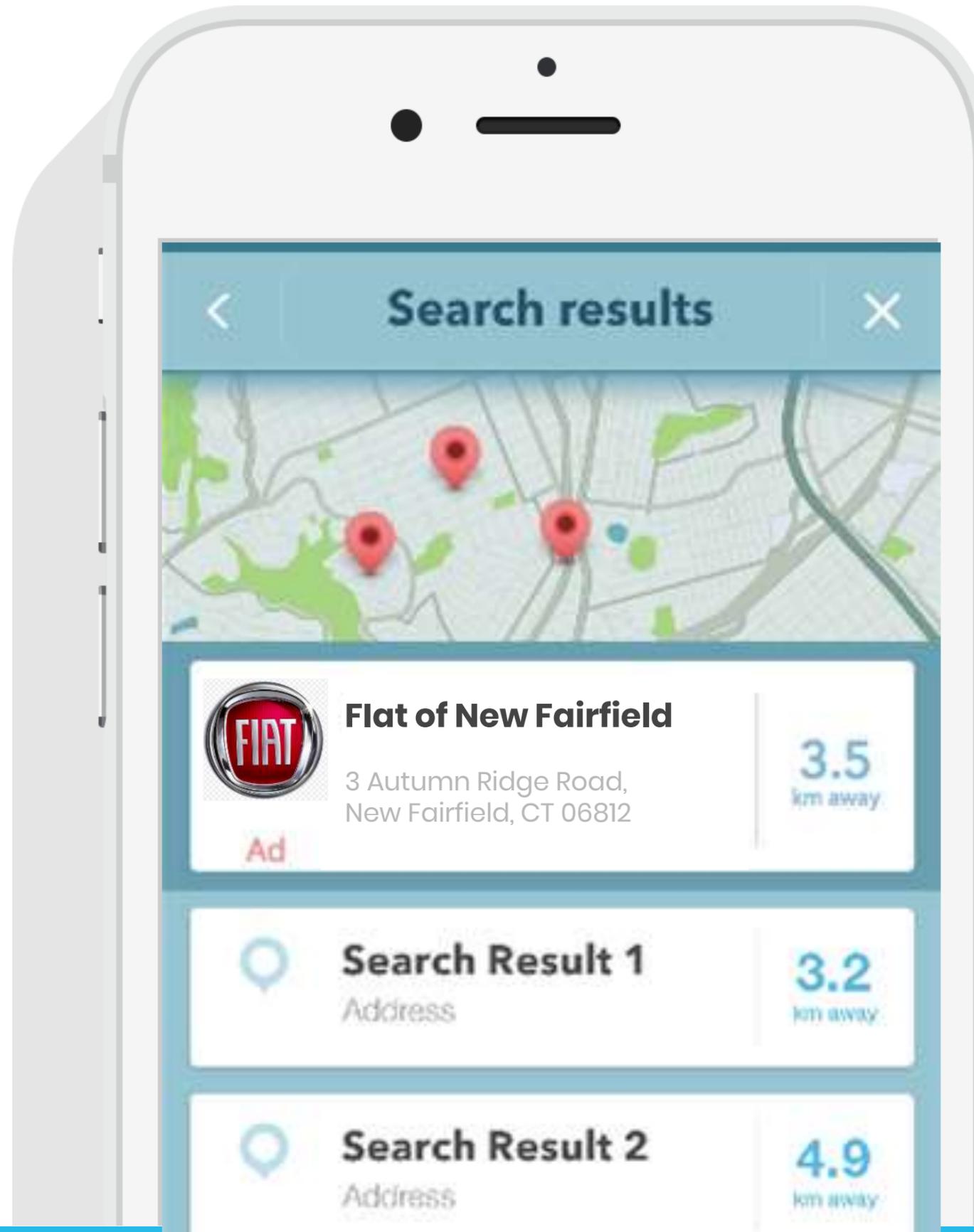
Pre-Navigation Screen



Navigation

Promoted Search

Show your business at the top of search results.



ACURA Southern CA

BUSINESS GOALS

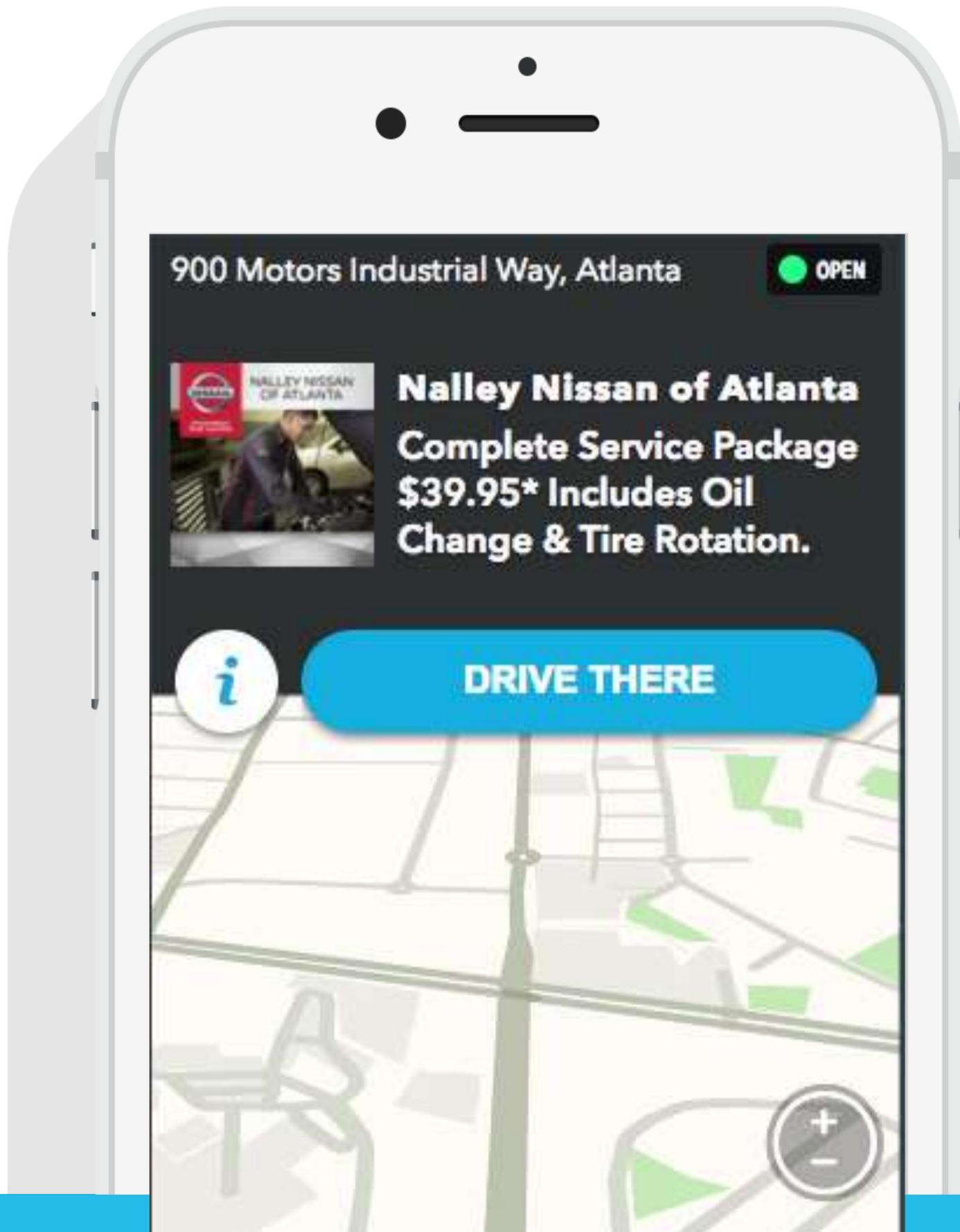
Encourage drivers to visit dealerships to test drive the new Acura MDX.

RESULTS*

43M impressions
10K navigations
2.12% Pin Navigate Rate
7K Search Clicks

**Five month timeframe*





Nalley Nissan of Atlanta

MARKETING OBJECTIVE

Encourage drivers to visit dealership for an oil change

RESULTS

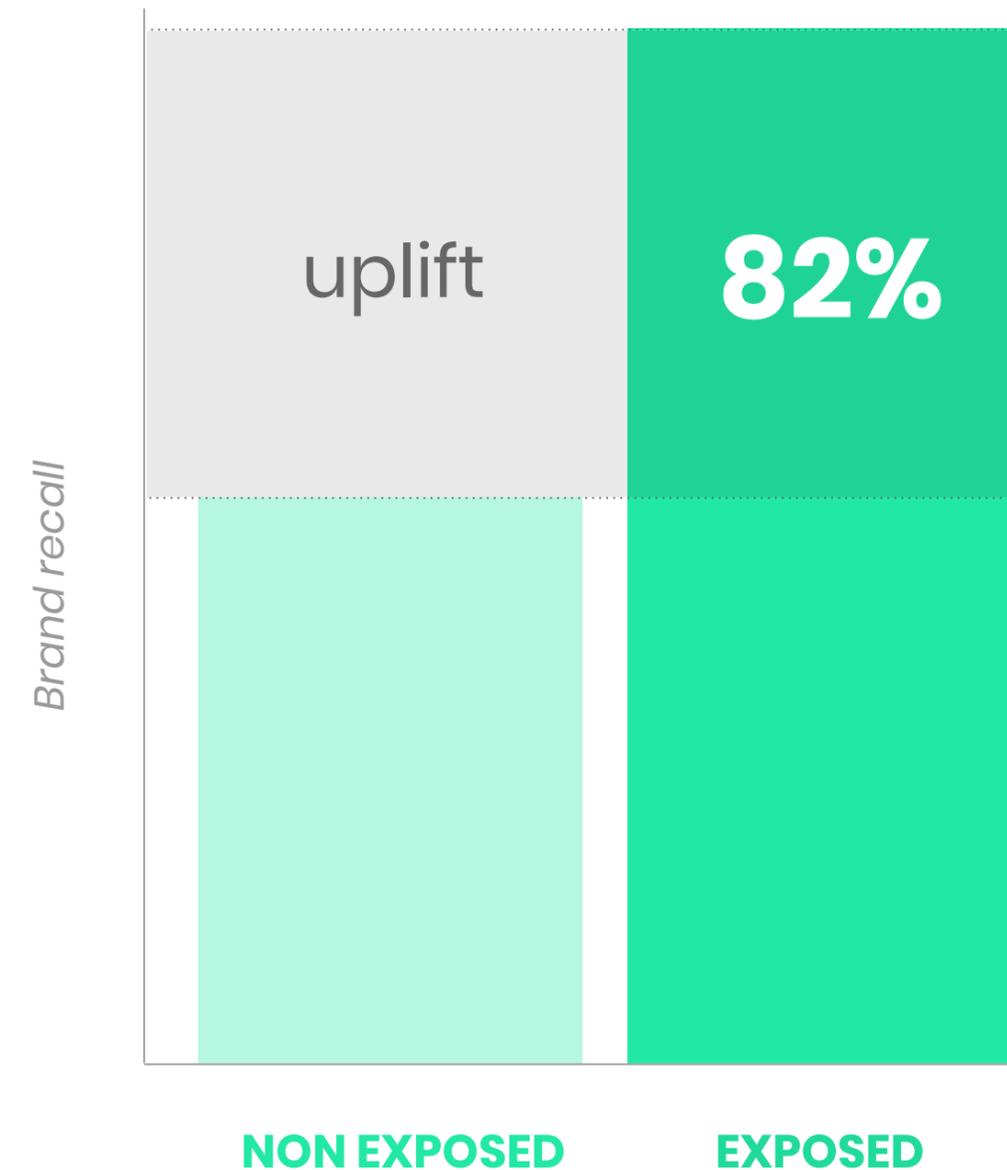
870,000 Drivers reached
569 Navigations to the dealership
Average of 6 Navs/day

**Three month timeframe*



Ads that work.

In the US, drivers who see your ad on Waze are more likely to remember your brand. On average we see an **82% uplift** in successful brand recall campaigns.

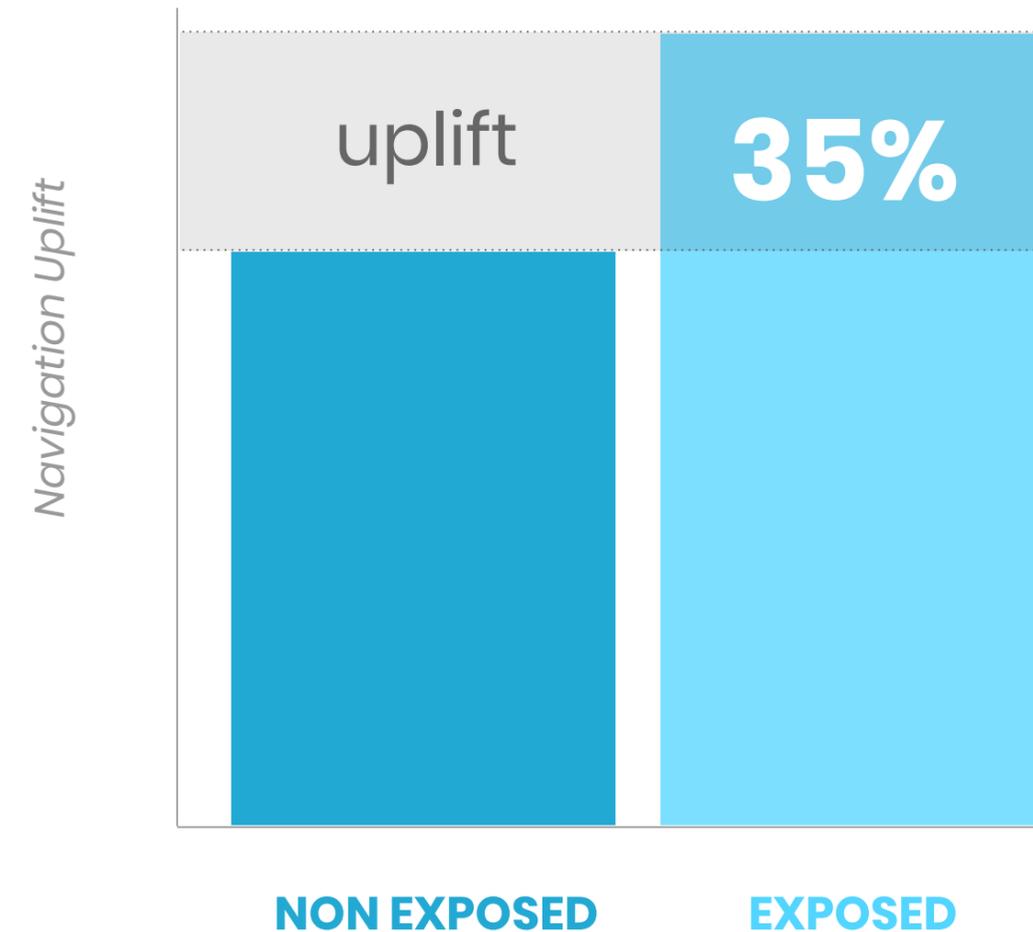


Source: Waze Internal Study (2017) on 800+ ad campaigns.



Ads that work.

In the US, drivers who see your ad on Waze are more likely to navigate to your location. On average we see a **35% uplift in navigations.**



Source: Waze Internal Study (2017) on 1.2K+ US Waze ad campaigns.

Key Takeaways

1. Billboards with a Digital Backbone

2. Waze covers an important gap in the path to purchase by capturing 100% drivers

3. Increase foot-traffic to your local businesses

POLL QUESTION



SUGGESTED RESOURCES

* www.waze.com/business

* Waze in the News:

<https://www.digitaltrends.com/mobile/google-waze-local-advertising/>

* Download the “Digital Dealer Guidebook - Think with Google”

Action Items

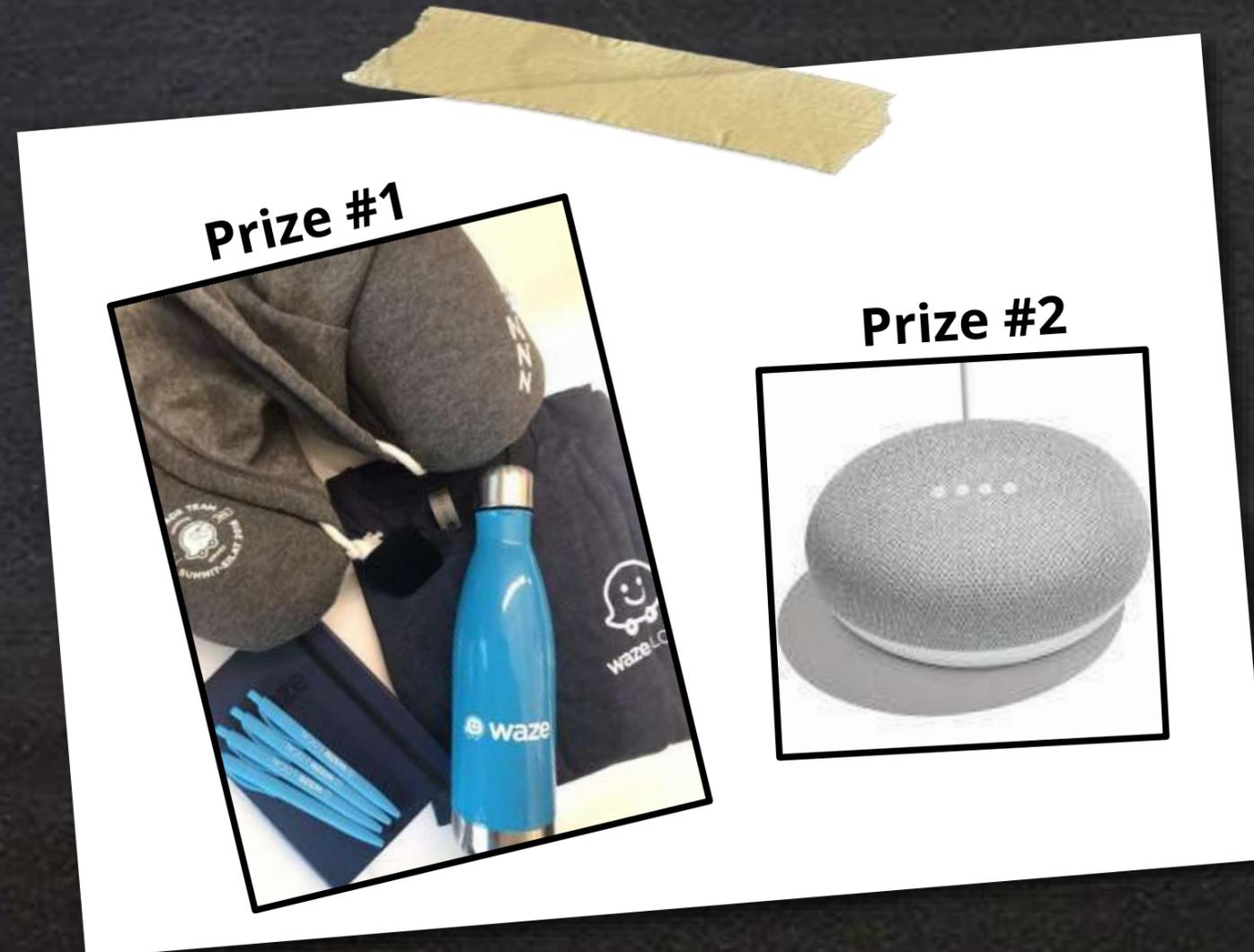
- * Visit www.waze.com/business to learn more
- * Discuss your local advertising potential with DealerOn and/or Waze team
- * Know your goals - Fixed Operations vs Brand Retail
- * Work with DealerOn and Waze on campaign strategy that meets your goals



Q&A: ASK OUR EXPERT



PRIZE ALERT



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Today's Expert...



Justin Nabozna

Head of Channel Sales & Agency Partnerships at
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CHECK OUT OUR NEXT WEBINAR

Thursday, April 12 12pm EST / 9am PST

How to Turn
Mobile Site Traffic into Sales



Chris Deringer

Chief Marketing Officer at DealerOn, Inc.