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

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## 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/](http://www.digitaldealer.com/conference/attendee/register/)



Say Hello To...



**Justin Nabozna**

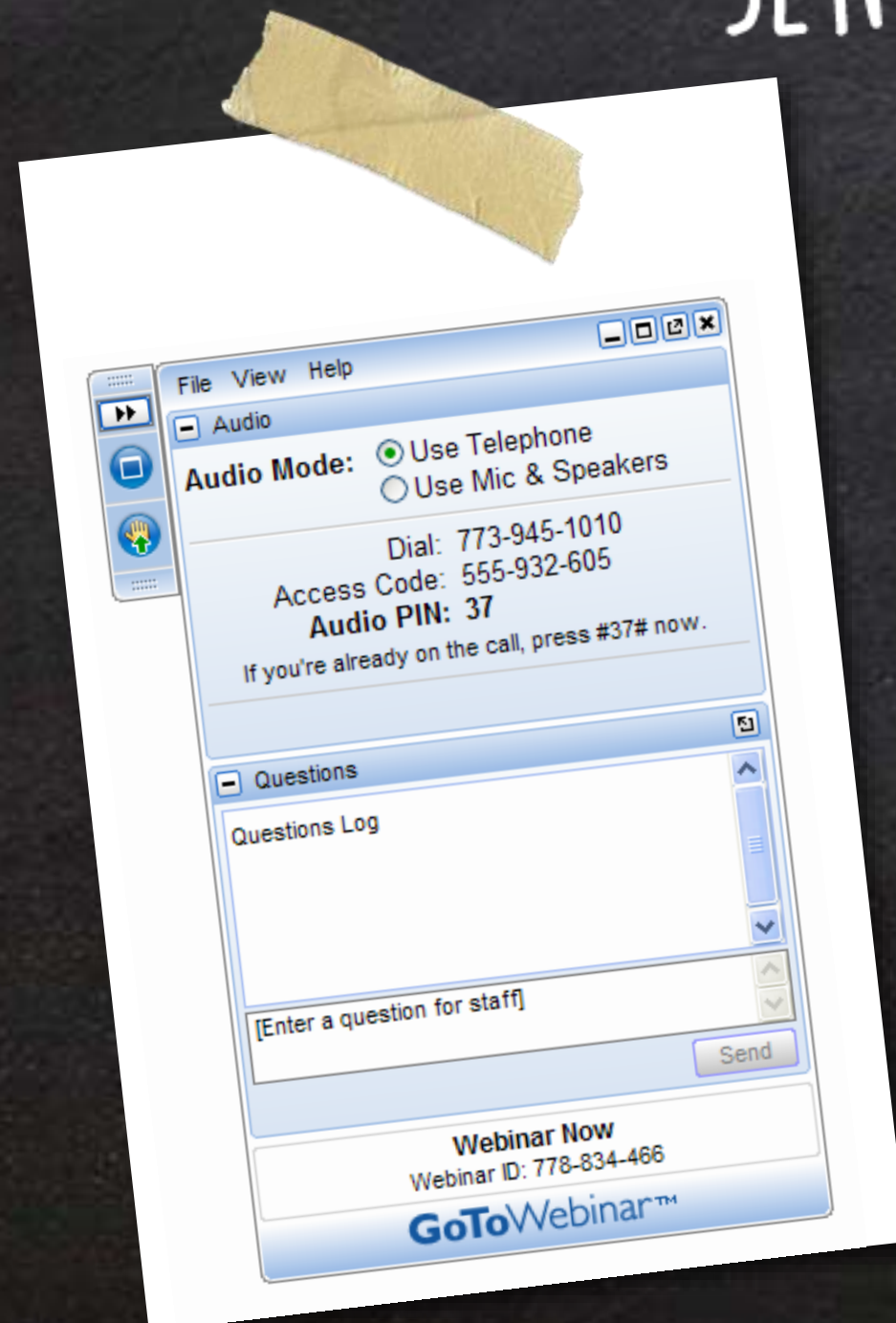
Head of Channel Sales & Agency Partnerships at  
Waze, a subsidiary of Google

[www.linkedin.com/in/justin-nabozna/](http://www.linkedin.com/in/justin-nabozna/)

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



# 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](http://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?



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

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## 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





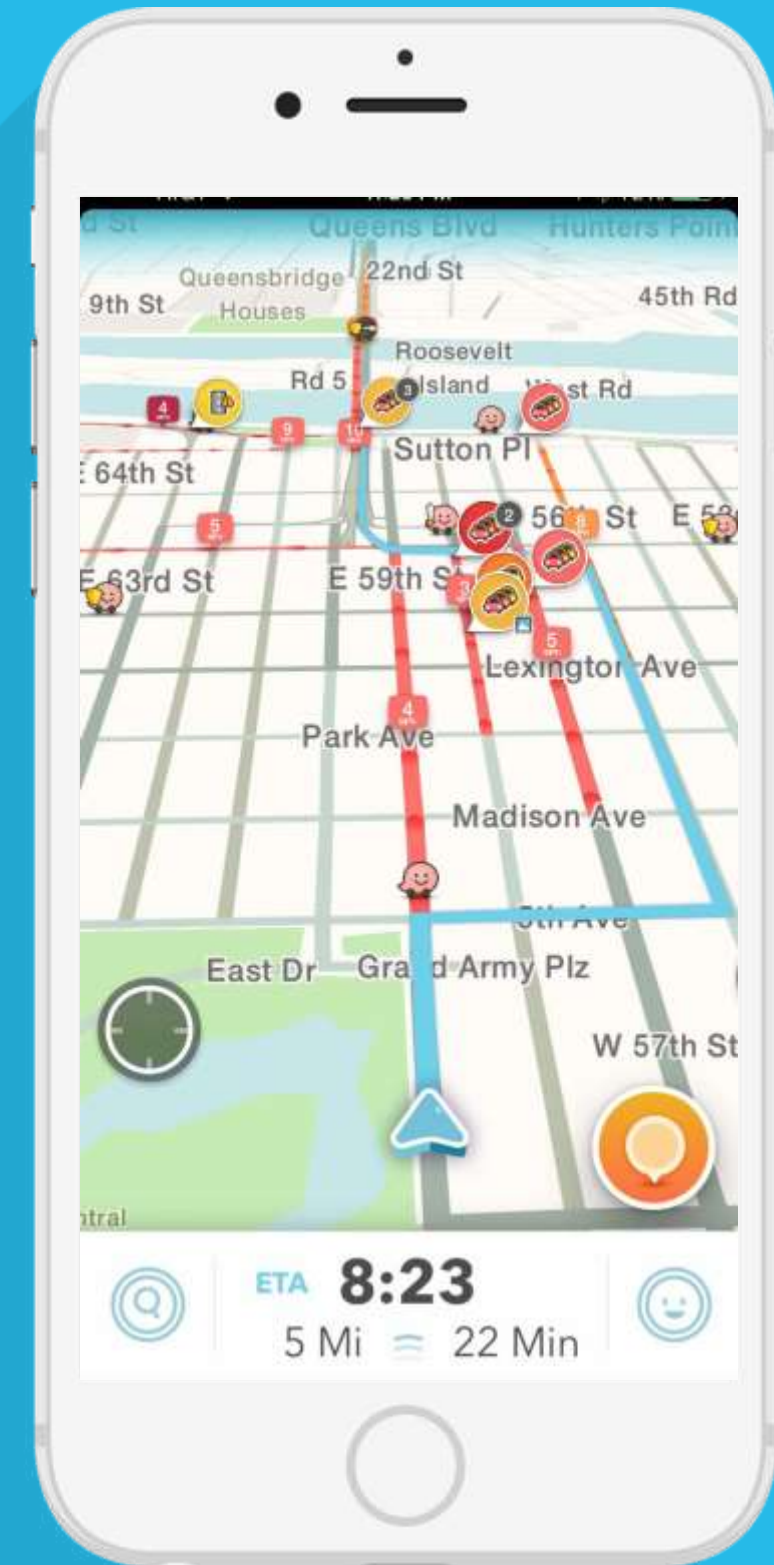
# About Waze

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**





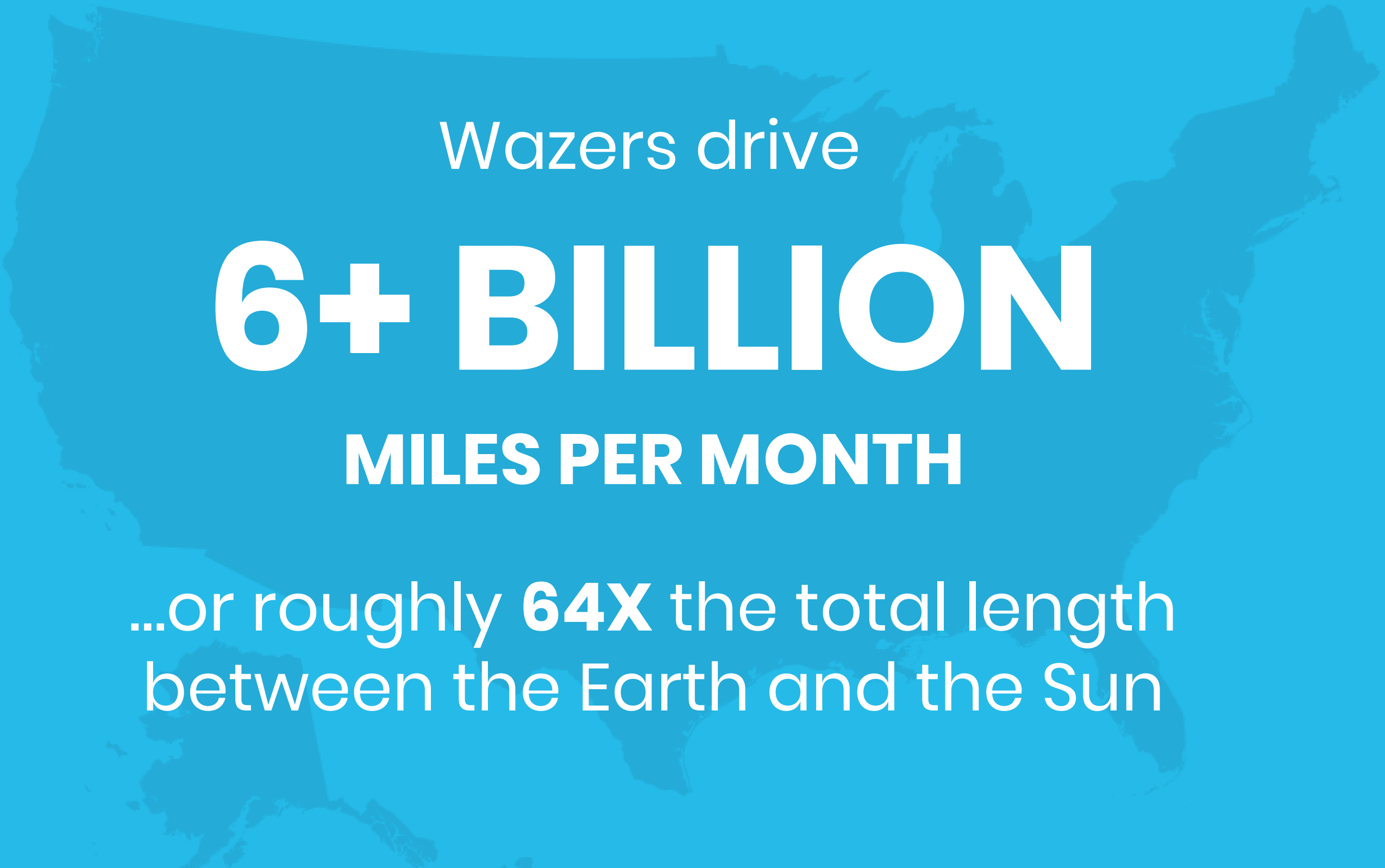
# Forbes

## 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 	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

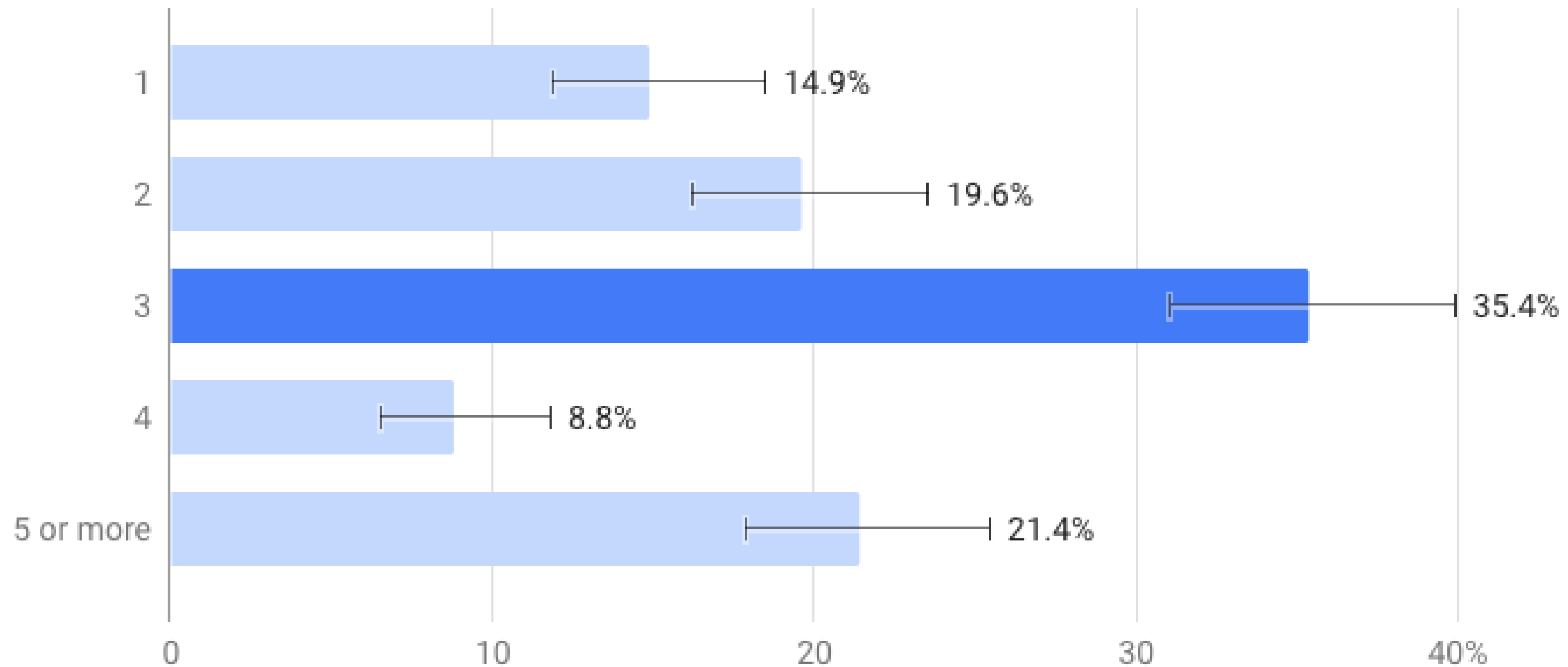


# Why Waze matters





# 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**



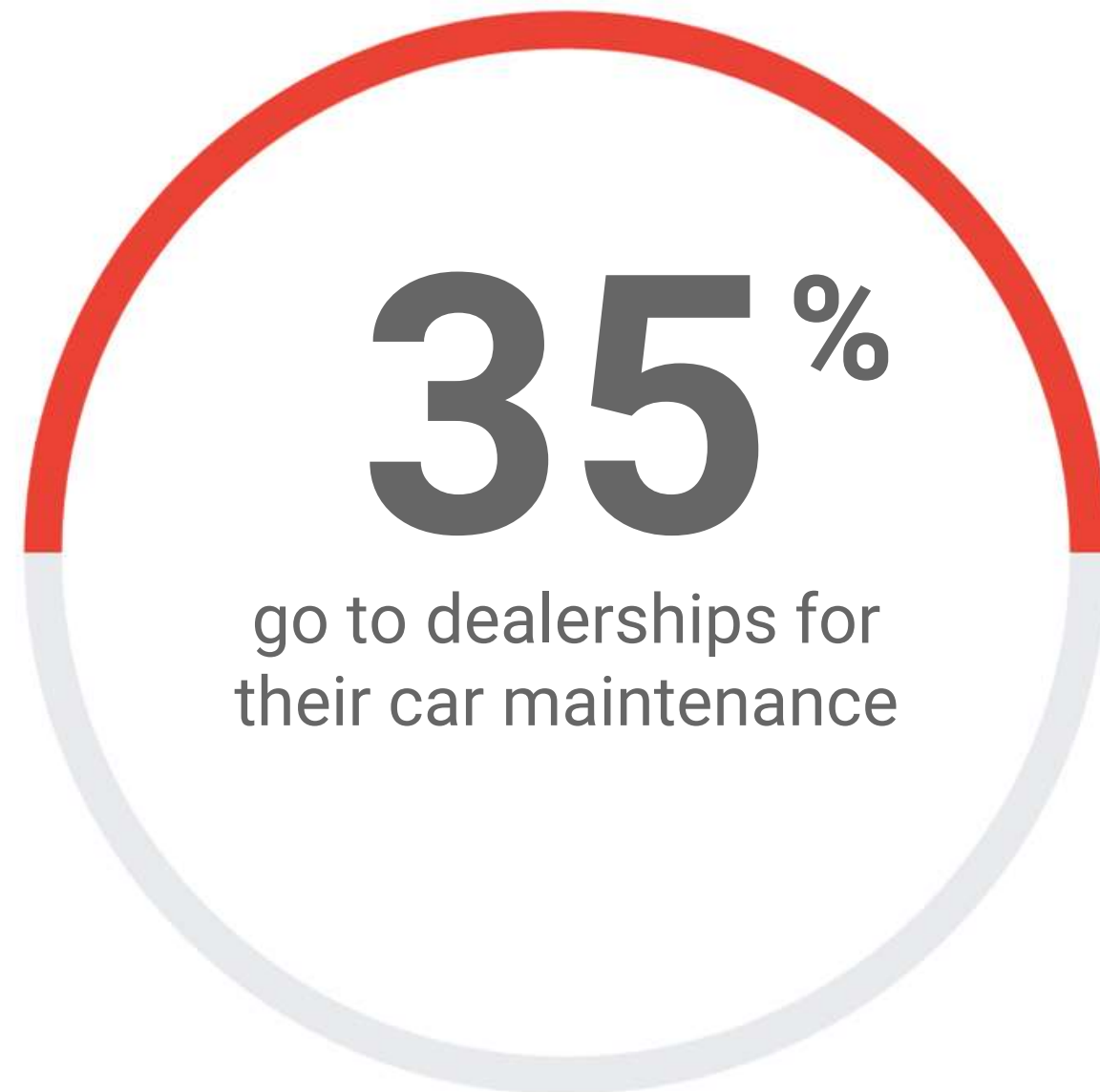
# What is the opportunity?



90 million car services per year



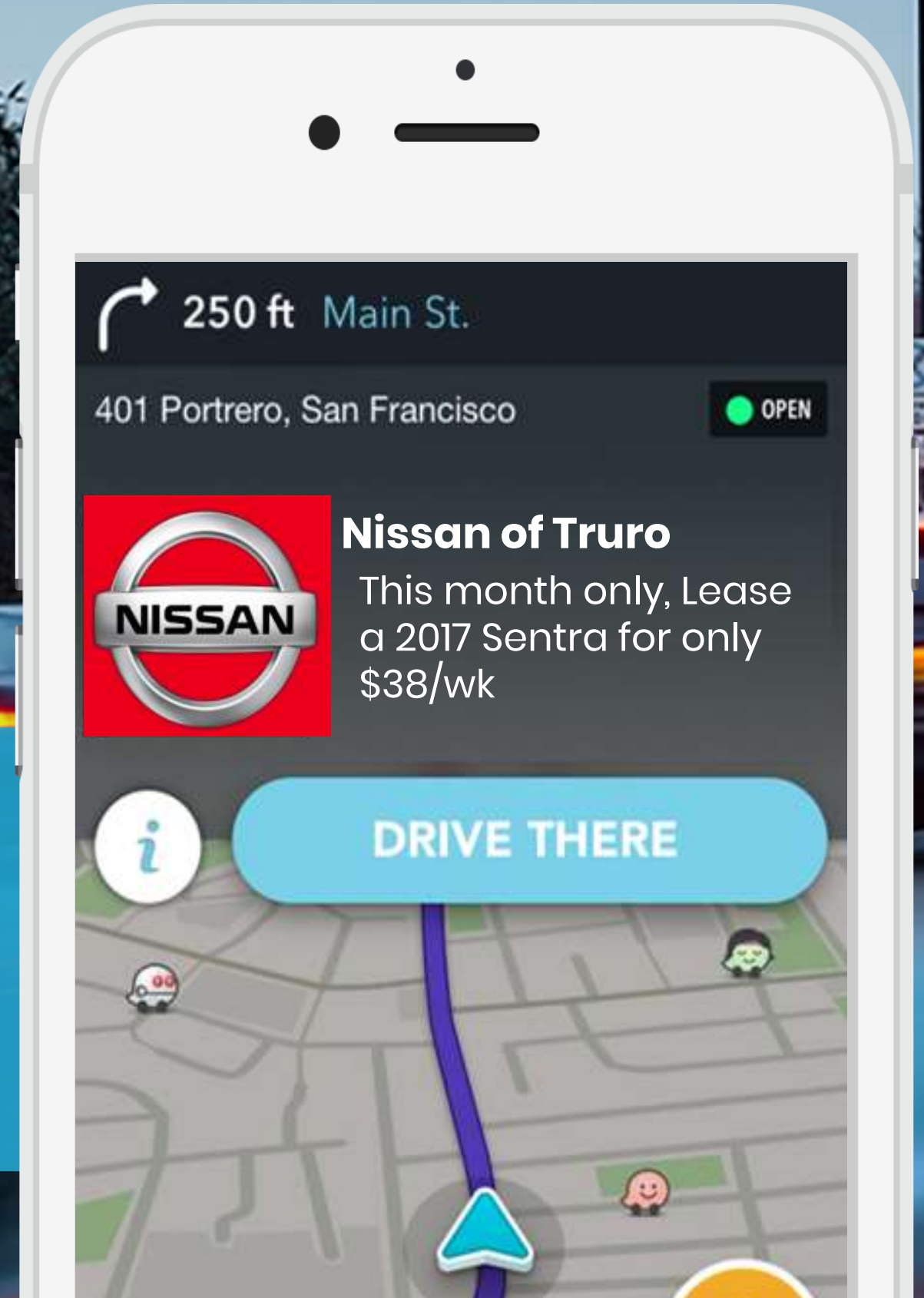
# Where do they go?



# Waze Local

Ad Offering





BILLBOARDS  
WITH A DIGITAL BACKBONE

**DRIVERS**

**MOBILE**



**OOH /  
BILLBOARDS**





# 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

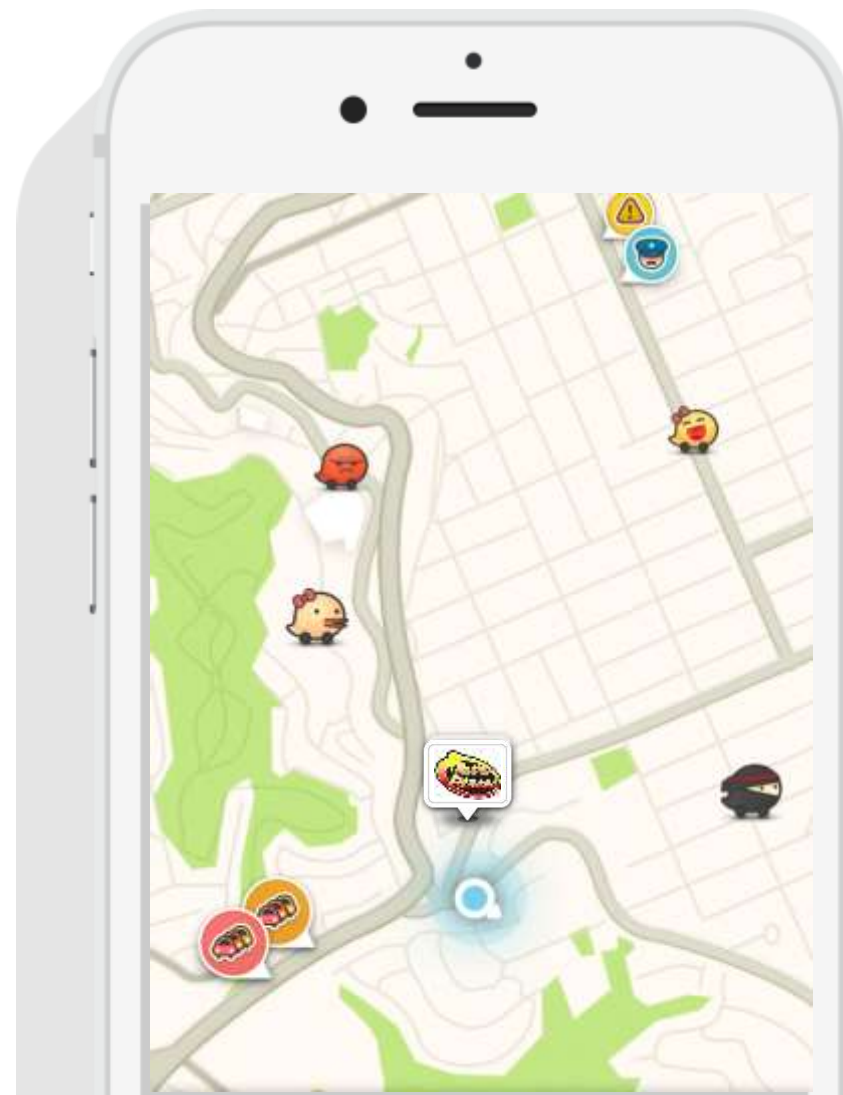
6 miles



Waze users

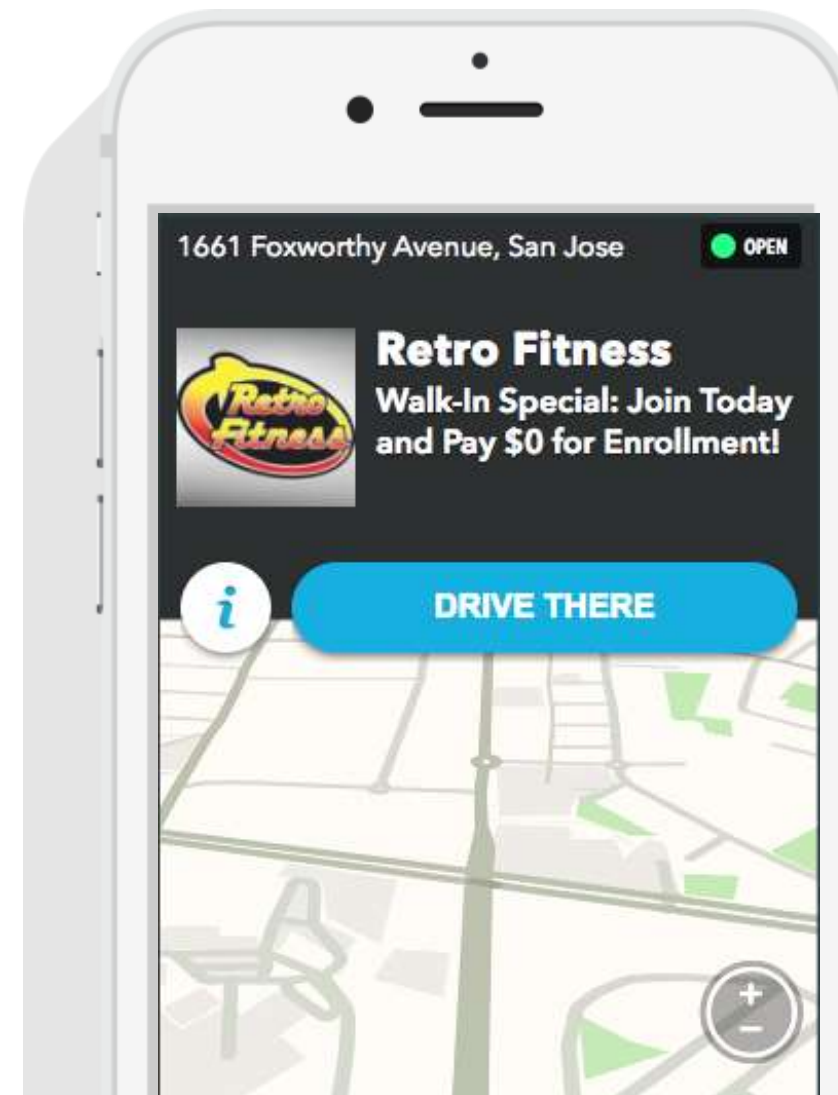
Source: Waze Internal Study (H22017) on 9K+ US small and medium advertisers.

# Waze Formats



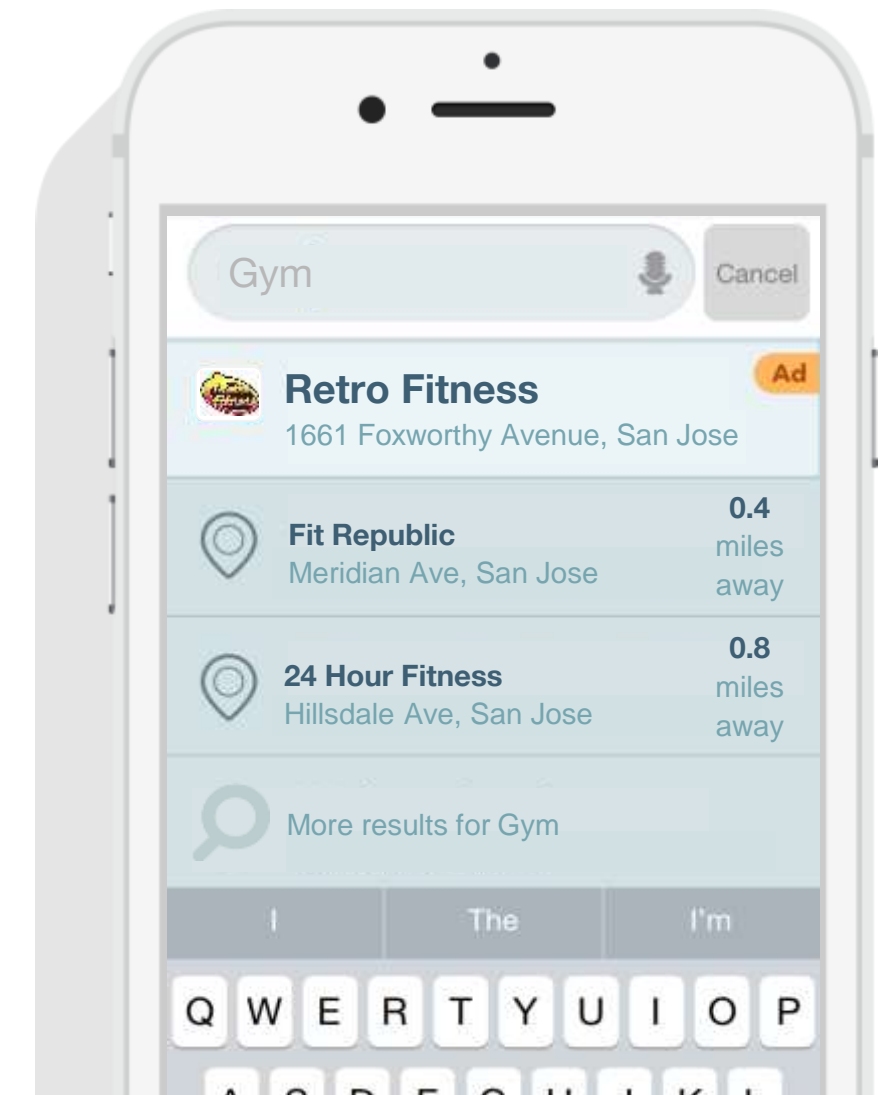
## PINS

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



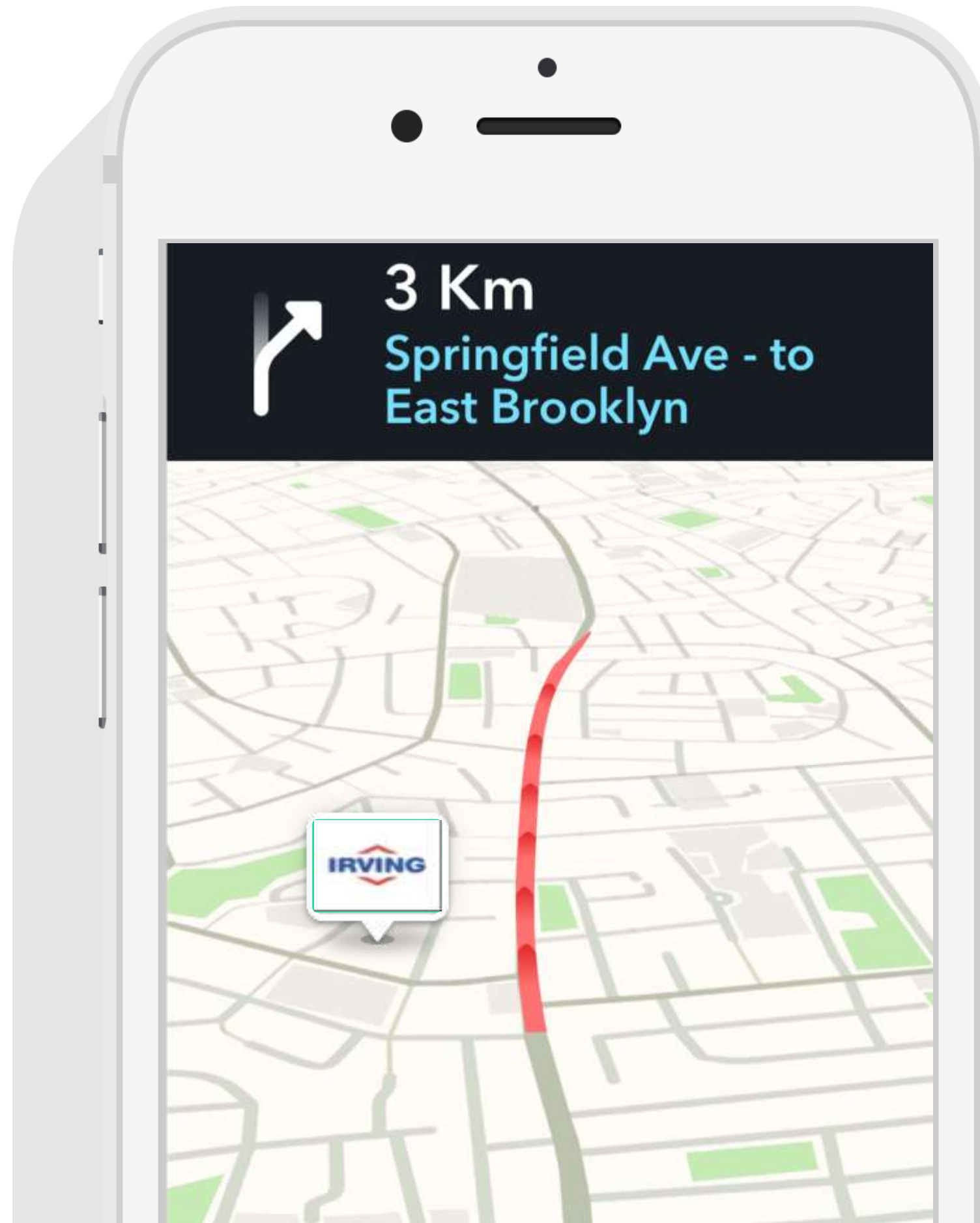
## SEARCH

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



# Branded Pin

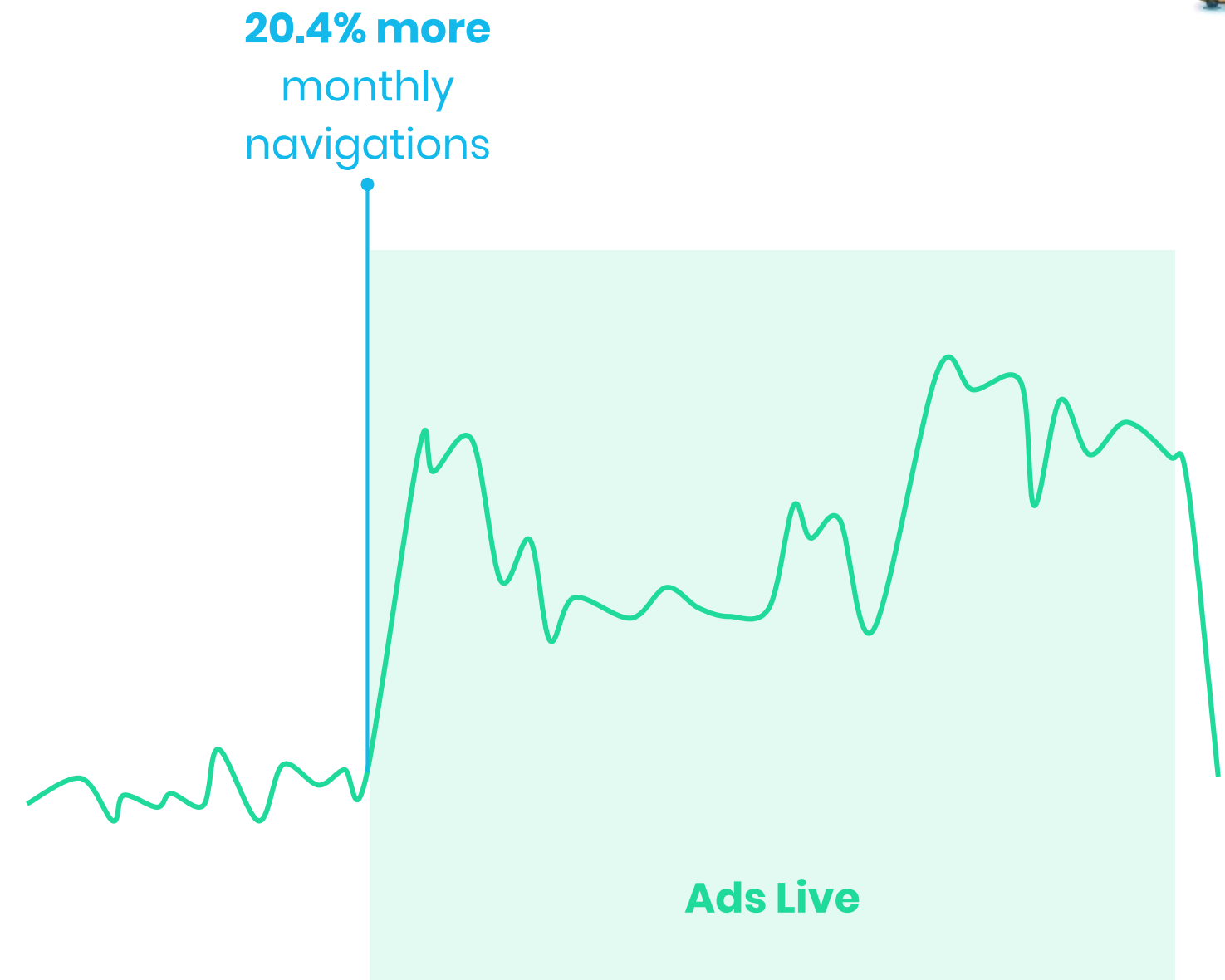
Location awareness of your nearby store.





# 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.



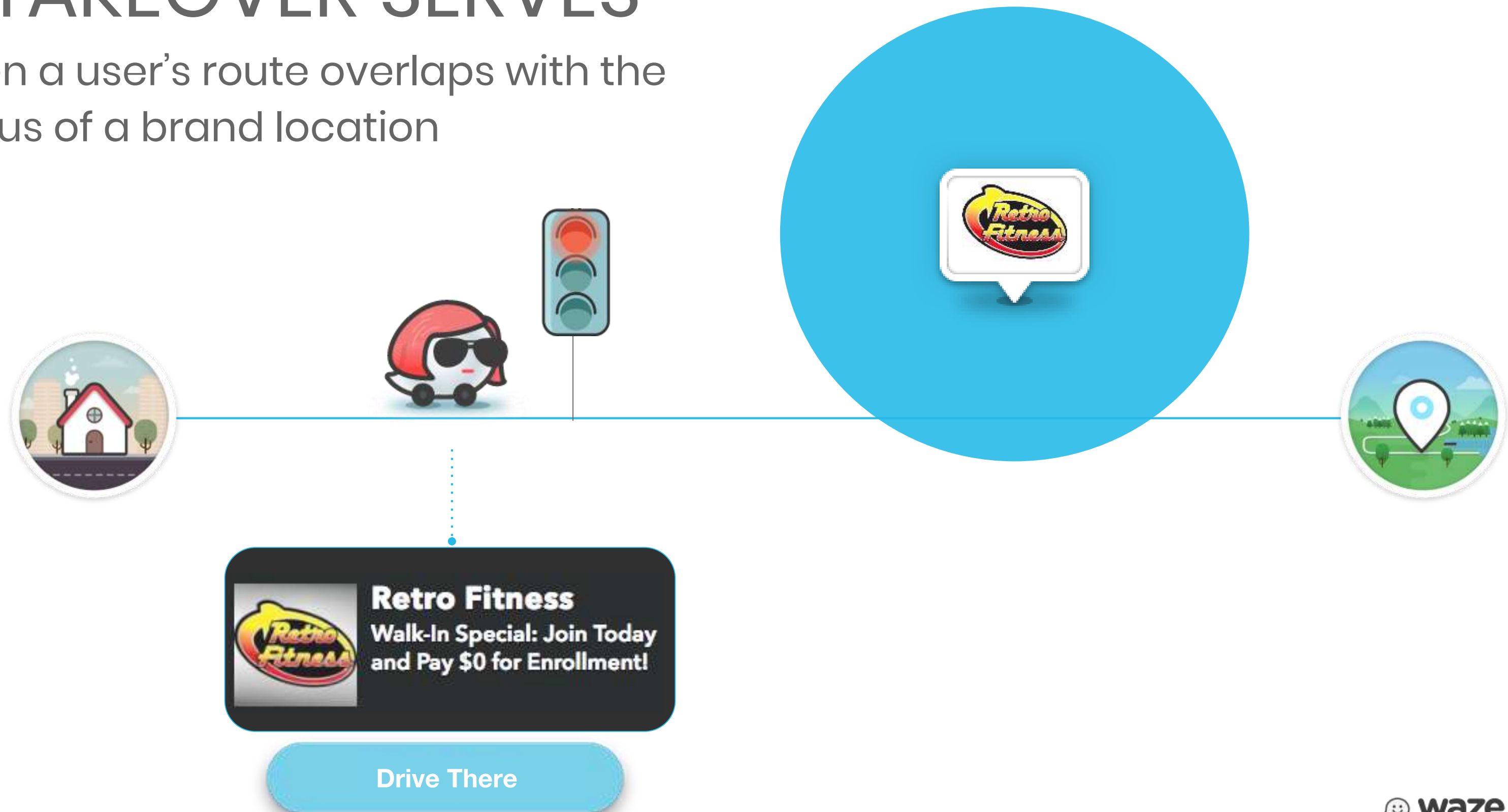
# Zero-Speed Takeover

A digital billboard, reaching drivers when their attention is highest



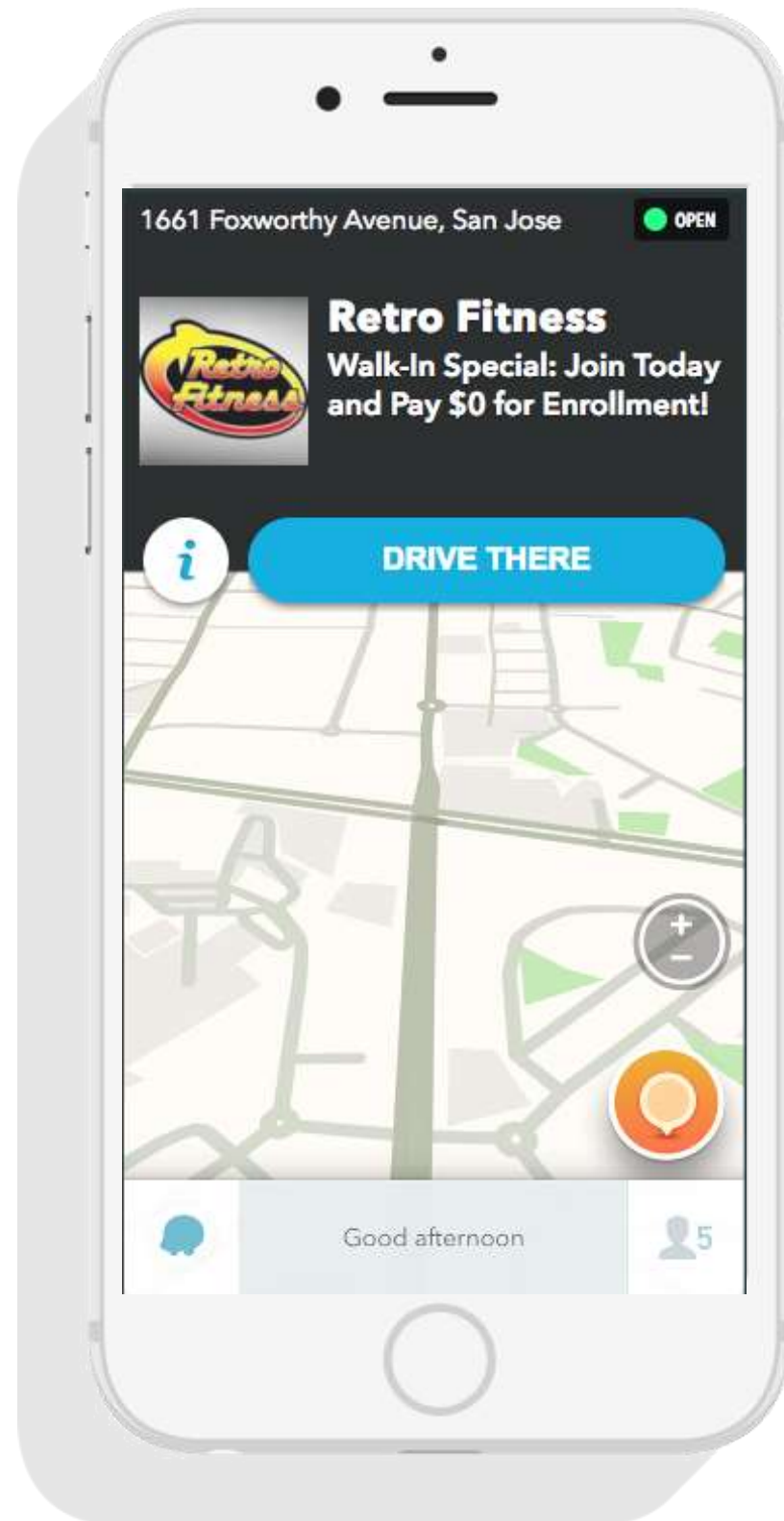
# A TAKEOVER SERVES

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

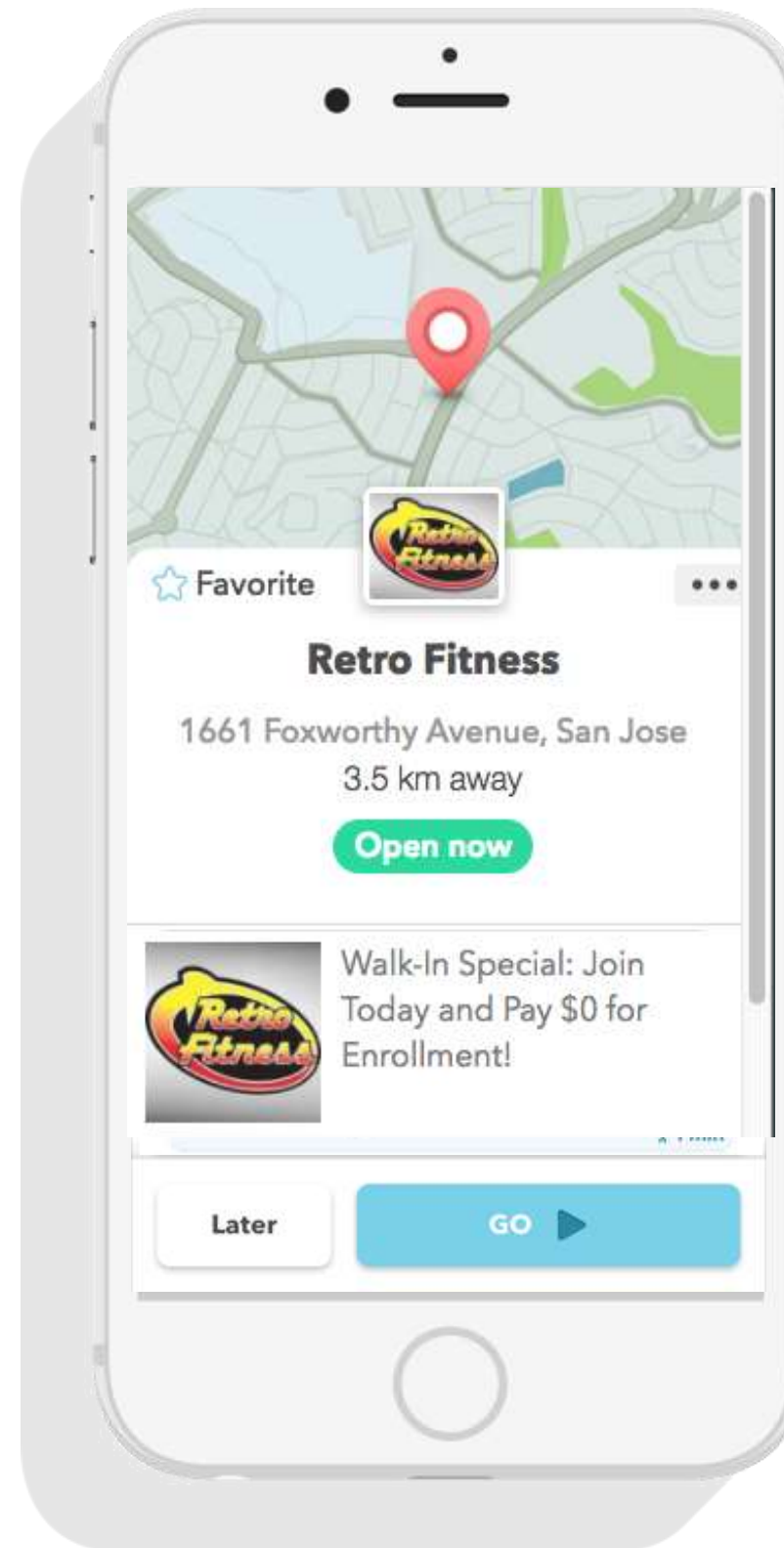




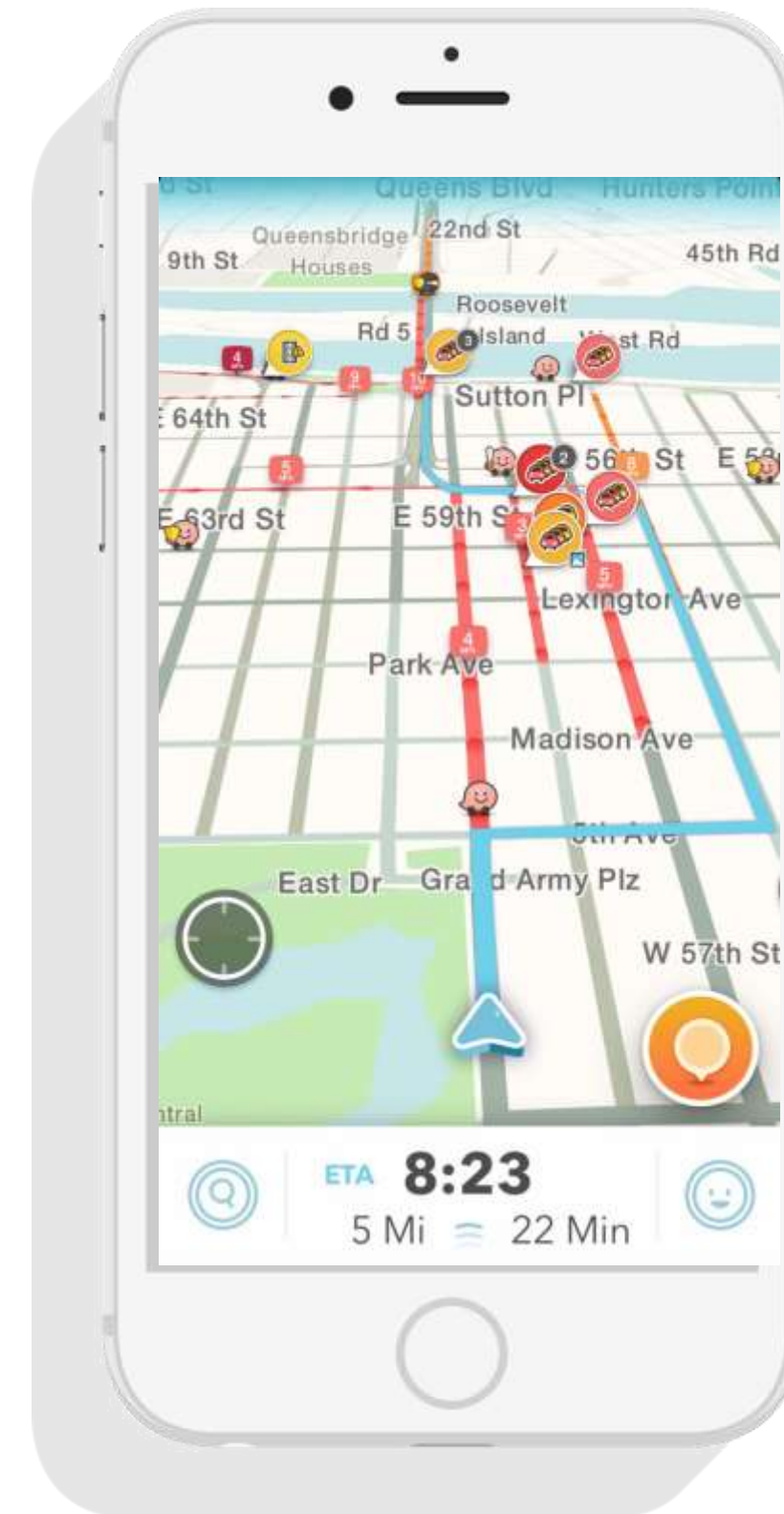
# 'Drive There' User Flow | Zero Speed Takeover



Zero-Speed Takeover



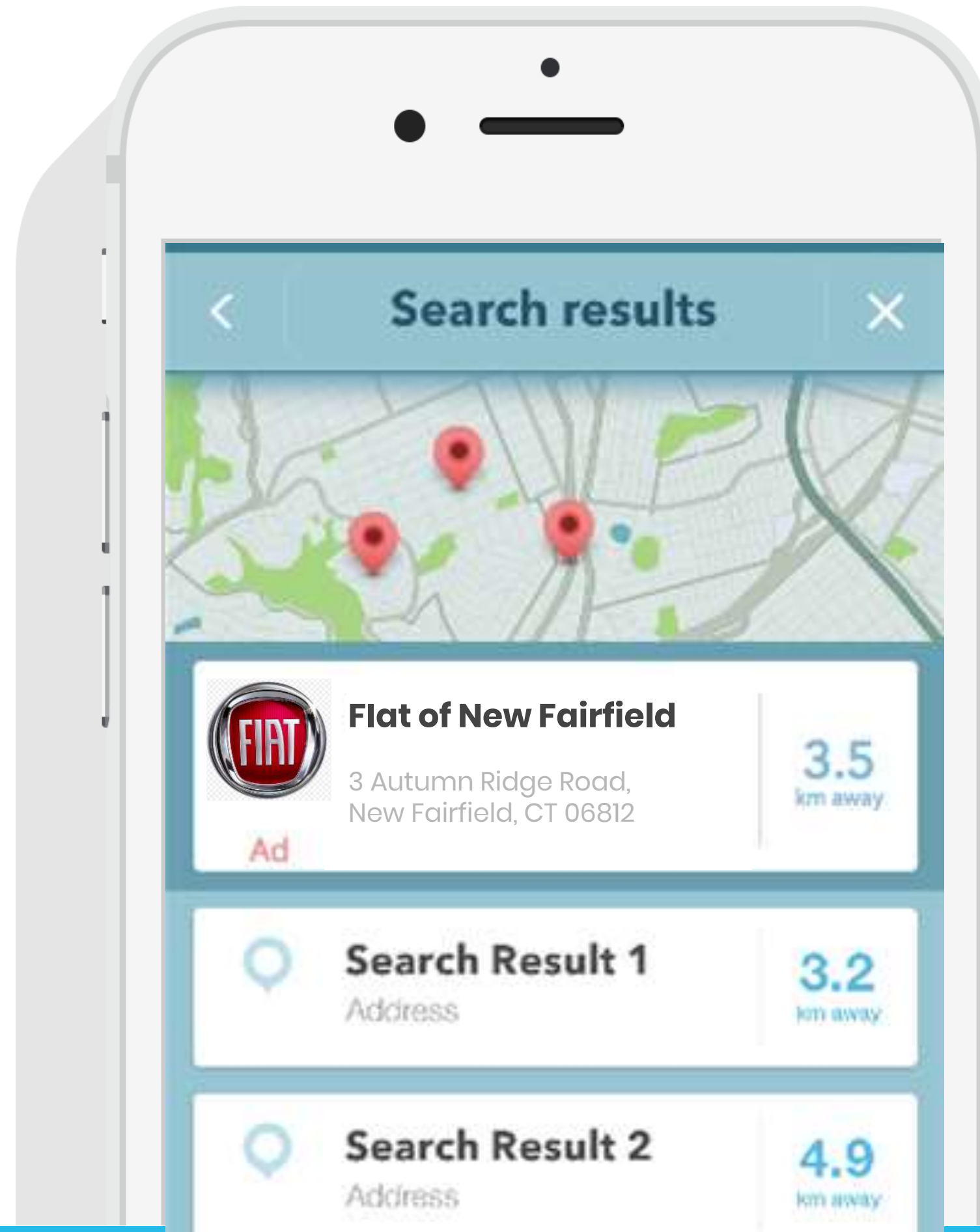
Pre-Navigation  
Screen



Navigation

# Promoted Search

Show your business at the top of search results.





# ACURA Southern CA

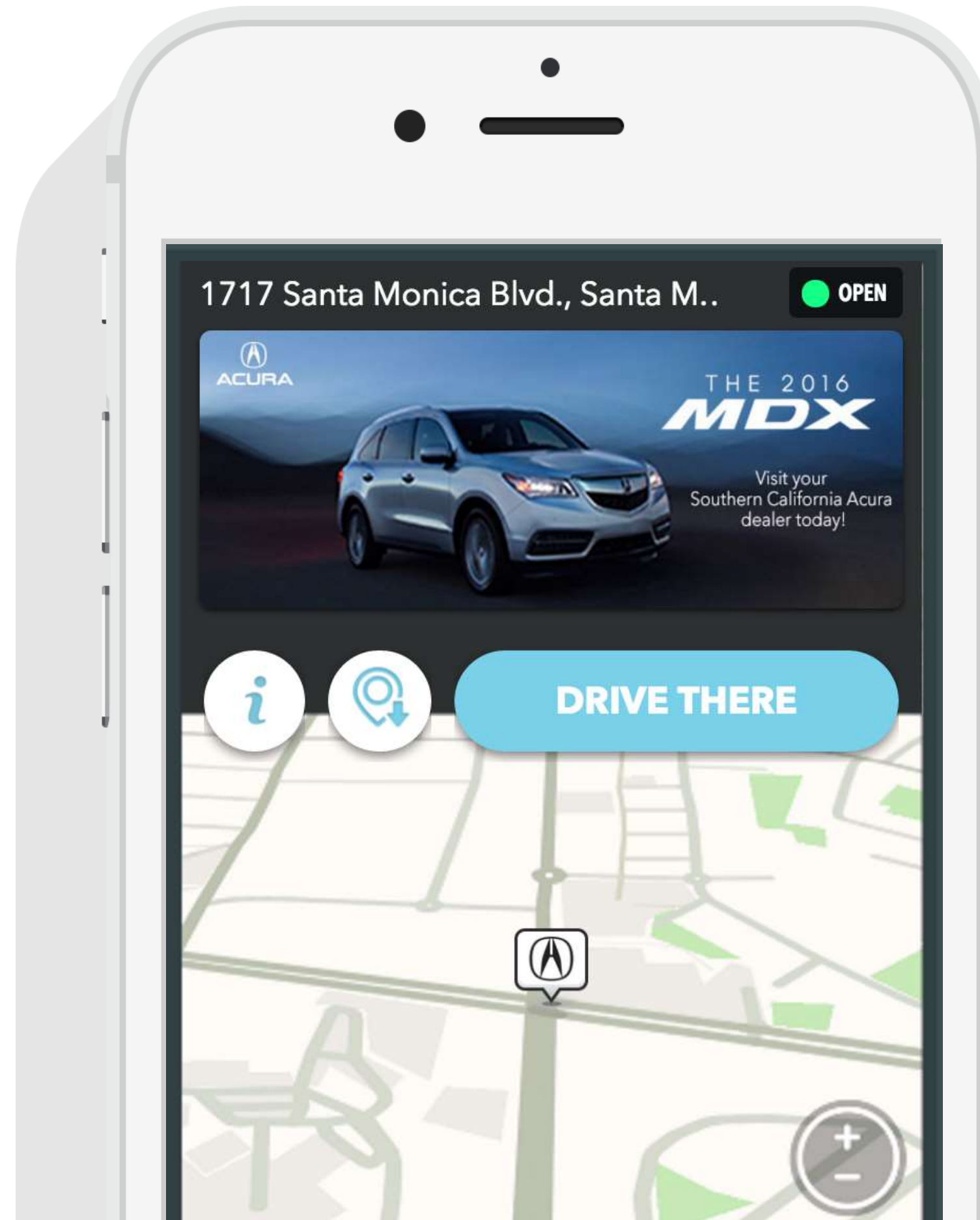
## BUSINESS GOALS

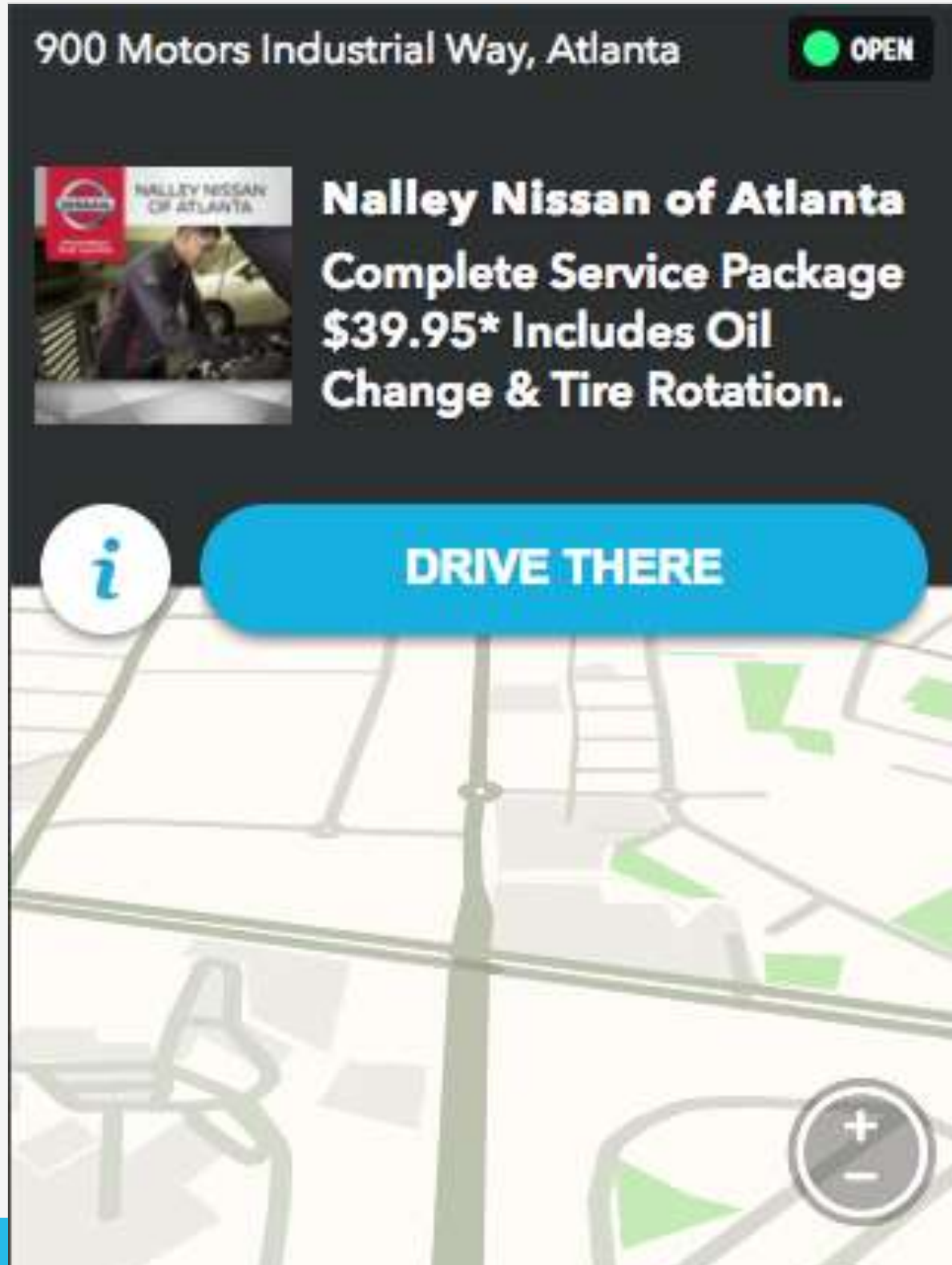
Encourage drivers to visit dealerships to test drive the new Acura MDX.

## 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

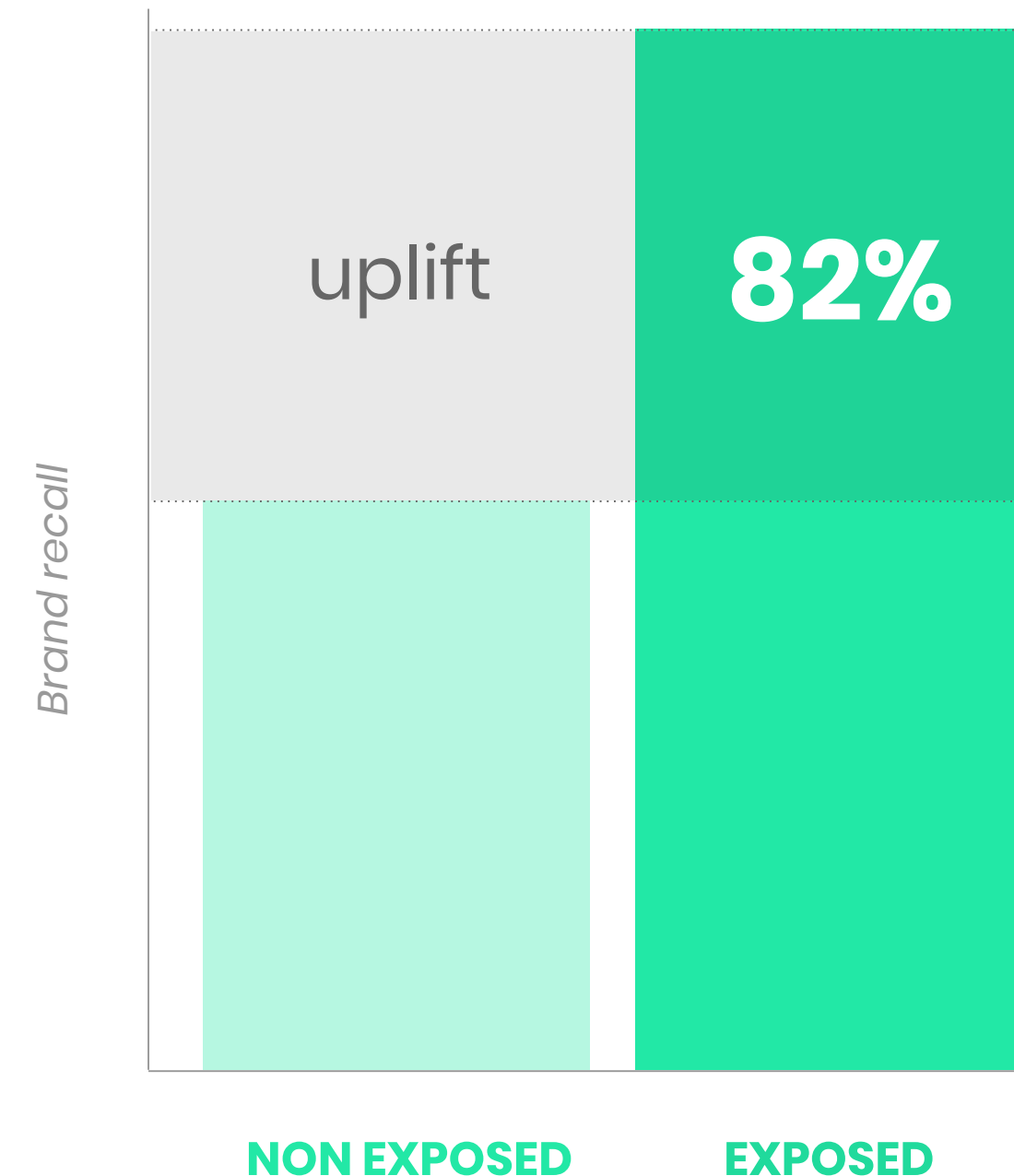
*\*Three month timeframe*





## 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.

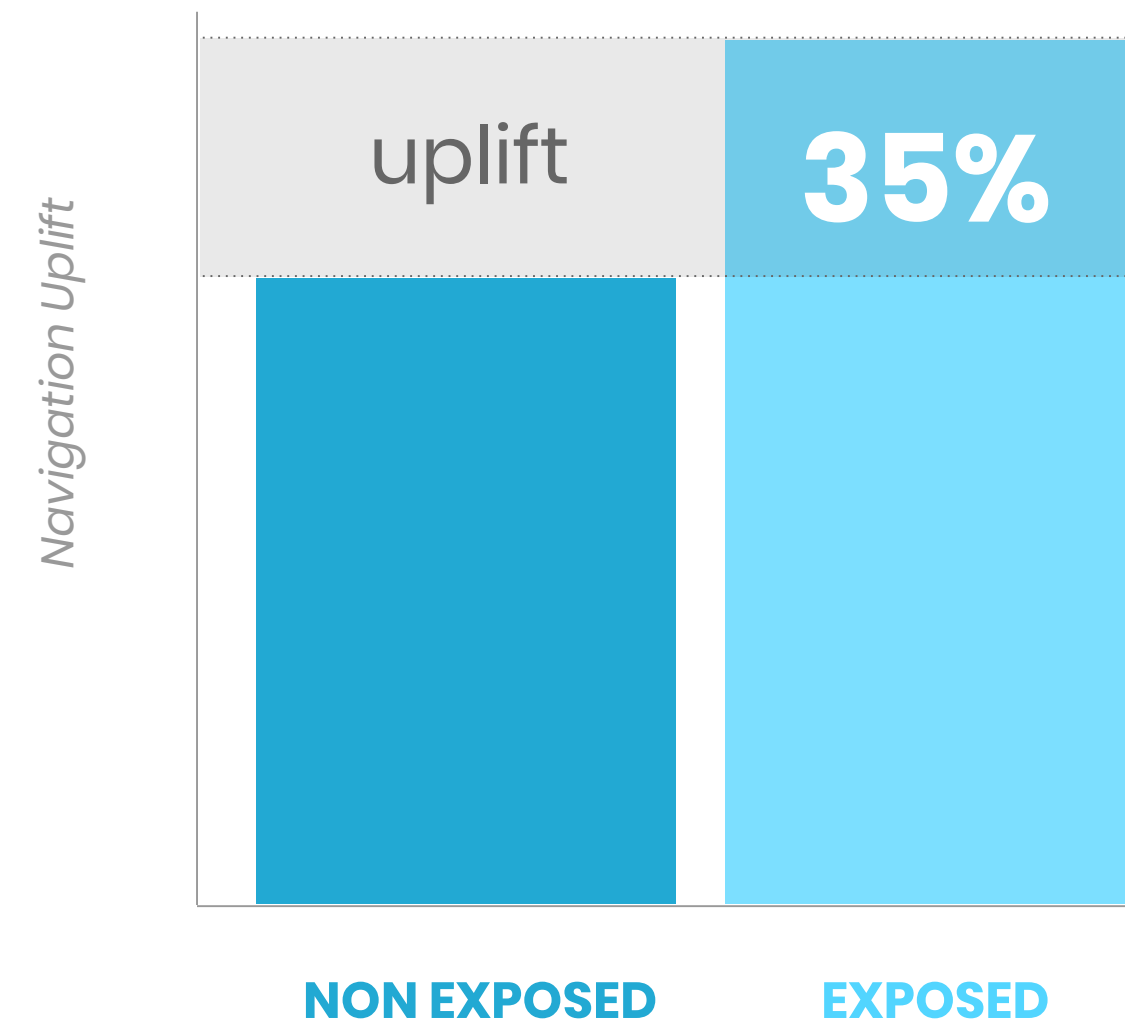


Source: Waze Internal Study (2017) on 800+ ad campaigns.



## 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](http://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](http://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



@DealerOn  
@ElianaRaggio





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Prize #2



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## Today's Expert...



**Justin Nabozna**

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

[www.linkedin.com/in/justin-nabozna/](http://www.linkedin.com/in/justin-nabozna/)

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CHECK OUT OUR NEXT WEBINAR

Thursday, April 12 12pm EST / 9am PST

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# How to Turn Mobile Site Traffic into Sales

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Chris Deringer

Chief Marketing Officer at DealerOn, Inc.