MIC Ad Platform
Dealer User Guide

Experian®
Marketing Services

Motorcycle Industry Council

For questions, or to sign up to participate, please contact:

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Welcome to the MIC Ad Platform!

The MIC Digital Ad Platform is a unique, and incredibly valuable, opportunity which provides dealers the ability to place online advertisements on leading websites, such as Time, CNN, Field & Stream, Rolling Stone, Weather.com, and Yahoo…simply, affordably, and efficiently.

More significantly, through the MIC partnership with Experian, the ads placed through the platform will be shown to only the segment of the population tagged by Experian as likely to be interested in motorcycling. Experian is a leading provider of consumer insights, targeting, data quality, and cross-channel marketing. Together with the MIC, Experian has profiled over 200 million Americans and assigned each a score, indicating their propensity towards motorcycling. Those consumers with the highest motorcycling propensity are the only ones who will see this targeted advertising. The result is a cost-effective, optimized marketing opportunity for dealers.

Dealers are able to reach this important, targeted audience, in the increasingly important format – digital, on the leading consumer web sites, in their target geography.

Further, the dealer chooses the radius from their dealership where the ads will run, the segment of the market to target (e.g. “cruiser”), the ad copy, and the amount of money to spend on the campaign.

The result is a unique program providing a great opportunity to reach an important audience. Thank you for considering the MIC Ad Platform enabled by Experian!

Sincerely,

Scot Begovich
Director of Data Solutions
Experian Marketing Services
Features of the MIC Ad Platform

How Experian segments the population

Using their knowledge of household demographics/psychographics, Experian segments the population into groups showing a propensity towards motorcycling. The national segmented pool is approximately 20 million households, about 18% of the national population. Only this segmented population will be shown dealer ads, making the dealer ad buy more valuable, and something very difficult for the dealer to accomplish on their own.

Further, Experian has 7 sub-segments. Dealers can choose to market to the General Motorcycling audience, or to as many of the sub-segments they wish, including: Cruiser, Sportbike, Touring, Traditional, Dual, Enduro, Off-Road, and Scooter. Therefore, the dealer can target their ads even more specifically to meet their needs.

Where the ads run

Experian has an existing infrastructure for placing ads on the leading consumer web sites that works like a Trading Desk. Experian maintains a bid network with the consumer sites where the bid process determines which sites are most cost-effective for ad placement, providing the dealers with the best value for a given campaign. Example consumer sites are Time, CNN, Field & Stream, MSN, Yahoo, Rolling Stone, NASCAR.com, Forbes, Ebay, Weather.com, and many more. Keep in mind, while some of these sites may be general consumer sites, through Experian’s segmentation, only those consumers with a propensity towards motorcycling will see the ad. Please note, these web sites are samples of the over 100 leading consumer web sites available through the Experian trading desk. The exact sites utilized during a given campaign will vary based on availability, price, and campaign optimization.

Additionally, once a consumer has interacted with an ad, either by clicking on the ad, or by then visiting the dealer’s site directly, Experian will know the consumer has shown interest. This, in turn, allows for valuable reporting on the effectiveness to be measured.

Experian maintains a real-time trading desk where advertising space is bought at auction. In the advanced digital advertising space, companies such as Experian participate in a sophisticated system of matching buyers (Experian) with sellers, such as CNN, Yahoo, and MSN to ensure that available ad space is best utilized. Because of the scale of Experian’s operations, Experian is able to obtain space for the dealer’s advertising at the best possible price points.

Cost for campaigns – pooling dealer resources

There are certain minimums that need to be met in order for Experian to cover their involvement and be able to enter their Trading Desk protocols. Specifically, each dealer must spend at least $3,000 per month, for 2 months ($6,000 total). Dealers can invest more than $6,000 per campaign if desired. Each collective campaign must have a minimum spend of $60,000. To
meet these minimums in the short-term, the MIC will coordinate seasonal campaigns, creating “events” so the dealers have specific commitment dates. Hopefully, over time, we reach the point that MIC dealers are collectively placing at least $30,000 of ad buys per month so that no specific coordination is required. Dealers who are not members of the MIC are also eligible to participate, but the minimum investment for non-MIC dealers is $8,000 over two months.

For 2015, three campaigns are scheduled. The first campaign runs May 1 until June 30. The second campaign is July 1 to August 31. These first two campaigns are intended to cover the peak riding season nationally. The third campaign runs November 1 until December 31 to take advantage of the holiday season. Beginning in 2016, the goal is to have campaigns running throughout the year in order to best capitalize on this effective way to reach motorcycling enthusiasts and drive traffic to their local dealer.

Dealer chooses the radius where the ads appear

Each dealer chooses the radius around their dealership where the targeted digital advertising will display. Only consumers within the chosen radius will see the dealer’s ads, ensuring a greater likelihood that the ads are actionable for consumers. The result is that the dealer’s budget is used most wisely, reaching consumers with the potential to act on the advertisement. The choices for radius are 10 miles, 25 miles, 50 miles, 100 miles, 150 miles, and 200 miles. Dealers featuring more mainstream brands may wish to select a smaller radius to focus their advertising spend most effectively, while those with more “boutique” brands may want to reach farther to a wider group of consumers. Similarly, dealers targeting only sub-segments of the audience pool may want a wider radius, while dealers selecting “general motorcycling” will reach plenty of customers using a smaller radius. Please note, Experian may have to expand the target radius/segment combination in order to have enough consumers to make the campaign effective. For example, a rural dealer, selecting a 10 mile radius and the Enduro segment, may not have a large enough audience. In that instance, the segment will remain the same and the radius may be extended.

Standard IAB ad sizes

To meet the requirements of the 100s of leading web sites where the ads will be displayed, four standard sizes of advertisements will be used. These standards are set by the Interactive Advertising Bureau. The four sizes are: 728x90, 160x600, 300x250, and 300x600.

Gallery of creative templates for dealers to choose from

Dealers have the option of providing their own creative content, or choosing from a gallery of templates prepared for them. The gallery of templates covers various themes appropriate for the timing of the campaign, and will be customized to provide the dealer’s specific name, address, and phone number.

Each of the templates consists of ads in all four IAB sizes, forming a group of complementary advertisements, to be used together during the campaign. Dealers who choose a pre-defined template will select one template group as their ads for the campaign.
Changing ads during the campaign

Dealers have the ability to change their ads once during each campaign, at the mid-point of the campaign. For example, for the May/June campaign, the dealer can run one set of ads for May, and another set for June. This provides the ability to more narrowly tailor ads to specific programs or promotions the dealer wishes to feature.

To change ads at the mid-point, dealers will need to indicate this preference when completing the attached Experian Ad Campaign Checklist before beginning the campaign.

URLs – Where the consumer goes when clicking on an advertisement

Dealers choose where their advertisements link to on the dealer’s web site. The dealer provides the URL, or web address, where the ads should link to when completing the Checklist so that the ads can correctly link to where the dealer desires. Common choices include the dealership home page, inventory page, sales lead page, or special sale page.

Reporting – Measuring the results of the campaigns

At the end of each campaign, each dealer will receive a report showing the performance of their investment in the Ad Platform. In addition to the dealer’s individual report, dealers will receive a benchmarking report showing how the dealer’s campaign performed in comparison with the averages of the other participating dealers, with the goal of helping all dealers improve performance on subsequent campaigns.

Tracking performance of your campaign is easy and effective. You will be provided a small piece of tracking code to place on any pages of your web site that you wish to measure. Consumers do not need to click on a specific ad to be tracked. If they have been shown an ad, then visit your web site later, even if they go to your web site directly, Experian will track the connection so the data is included in your report. You will receive your tracking code before the first campaign launches. You only need to place the tracking code once, and it will be effective for all subsequent campaigns.

Eligibility for manufacturer co-op funding

Currently, the MIC Ad Platform is not eligible for manufacturer co-op funding. The goal is to make the program eligible at some point in the future. We are currently working through the requirements needing to be met for co-op eligibility across the various manufacturers and hope to make a positive announcement about co-op eligibility at a future date.

Case Study – Experian’s program for a regional automotive group

Experian recently ran a program similar to the MIC Ad Platform for a regional automotive dealer group, displaying targeted advertising to a custom audience prepared for the dealer group. The program cost $144,000, resulted in directly attributable sales of 84 new autos and 30 used autos, leading to $258,000 gross profit and a return-on-investment of 79% for a short-term
campaign. While no two campaigns will yield equal results, this case study demonstrates the power of utilizing digital display advertising to a targeted audience.

**How to sign up for the MIC Ad Platform Enabled by Experian**

To participate in a campaign, the dealer needs to do 3 things:

Contact the program facilitator Scot Begovich at (224) 698-8028 or scot.begovich@experian.com to indicate your participation, and,

Complete and submit the attached MIC/Experian Ad Campaign Checklist

Once the documents are complete, Experian staff will work directly with the dealer on verifying the information, obtaining the specific advertisements to run during the campaign, and arranging payment via check or credit card.

Thank you for participating in this unique opportunity for cost-effective targeted digital advertising! Please contact Scot Begovich at (224) 698-8028 or scot.begovich@experian.com with any questions you may have.
MIC/Experian Ad Campaign Checklist

(please complete form and email to scot.begovich@experian.com or fax to (224) 698-8689)

Dealership Name: _____________________________________________________________

Address: __________________________________________________________________

City: __________________________ State: ___________ Zip Code: ________________

Primary Contact: __________________________ Phone: (______) _________________

Email Address: _____________________________________________________________

Campaign Budget: $________________

(Minimum $6,000 for MIC-member dealers, $8,000 for non-MIC dealers)

Radius from Dealership Where Ads Will Display (please check one):

☐ 10 miles ☐ 25 miles ☐ 50 miles ☐ 100 miles ☐ 150 miles ☐ 200 miles

Experian Audiences to Target (please check as many as you wish):

☐ General Motorcycling ☐ Cruiser ☐ Sportbike ☐ Touring ☐ Traditional

☐ Dual ☐ Enduro ☐ Off-Road ☐ Scooter

Dealers Can Change the Ads to Display Half Way Through the Campaign. Do You Wish to Change Your Ads?:

☐ Yes, please change ads half way through the campaign ☐ No, please run the same ads

Ad Copy to Use During the Campaign:

☐ I choose an existing template ☐ I will provide my own digital ads to use

If Choosing an Existing Template, Please Choose Template to Use (please select one):

Ad Template to Use for Month 1:

☐ #1 ☐ #2 ☐ #3 ☐ #4 ☐ #5 ☐ #6 ☐ #7 ☐ #8 ☐ #9 ☐ #10

Ad Template to Use for Month 2 (if you wish to change templates during campaign):

☐ #1 ☐ #2 ☐ #3 ☐ #4 ☐ #5 ☐ #6 ☐ #7 ☐ #8 ☐ #9 ☐ #10

URL (web address) where ads should link to (typically dealership home page, inventory page, sales lead page, or special sale page):

http://____________________________________________________________________________

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