

AUDIENCE EXPERIENCE PLANNER



AutoSuccess addresses the specific needs of new car and light truck dealerships by providing ideas, tips and solutions on topics impacting dealers, general managers and department managers. We are dedicated to helping automotive professionals improve their team's effectiveness and their dealership's profitability in both the short and long term.

Our Insights, Integration and Strategy Expertly Delivers Your Message to the Right Audience



MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE AUTOSUCCESS BRAND PAGE AT Babcox.com/brand/autosuccess/

CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for AutoSuccessOnline.com. Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Our partners also turn to us for custom content creation and creative services, including:

- Case Studies & White Papers
- Infographics
- How-tos, Lists or Guides
- [Landing Pages](#)

CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

eNEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of dealership owners and service managers while they're proactively seeking information about the industry.

- **AutoSuccess eNewsletter** -
1x/week (Tue)
Subscribers: 7,589 | Monthly Opens: 14,369
- **Dealer Service eNewsletter** -
1x/week (Thu)
Subscribers: 8,206 | Monthly Opens: 13,625

MAGAZINE

AutoSuccess and *Dealer Service* are the leading print publications for new car and light-truck dealerships. Each brand provides dealers, GMs and fixed ops managers with solutions to empower them with the knowledge they need to run successful businesses.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing
- Innovators & Change Agents

Total Qualified Circulation: **17,000**

PODCASTS

Podcasts allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Align your brand with an *AutoSuccess* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to *AutoSuccessOnline.com* and syndication to all major podcast platforms

RESEARCH

From surveys to focus groups, our experienced automotive industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)

WEBINARS

Prove the ROI of your marketing program! A [webinar](#) helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

WEBSITE

AutoSuccessOnline.com has more than 19,627 pageviews each month. The average reader spends about 2:28 minutes per page.

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

Babcox.com [Ad Demos](#)

Monthly Pageviews: **19,627**

VIDEO

Align your brand with an *AutoSuccess* [video](#) series.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom or Interactive Video
- Booth/Trade Show Video
- *Meet the Dealer*
- *Innovators & Change Agents* – a video interview series that connects you with the greatest minds in the automotive industry

[Garage Studio and Training Center](#)
[Why Video is Significant](#)

DIRECT MARKETING

With our direct marketing capabilities, you can target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

<ul style="list-style-type: none"> • Connected TV • Audio Ad Delivery • Native Ads • Keyword Targeting • Weather Targeting • Retargeting • Contextual Targeting • Social Retargeting 	<p>Audience Targeting:</p> <ul style="list-style-type: none"> • Behavioral • NAICS/SIC Codes • CRM Targeting • Look-alike Audience • Predictive Targeting • Audience Excluding 	<p>Facility Targeting:</p> <ul style="list-style-type: none"> • IP Targeting • Geofencing • Historical Targeting
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