Having Fun with Retargeting

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THE SITUATION
Most know that Hispanics are the largest Diversity group in the U.S., and growing

57MM TOTAL HISPANIC POPULATION

85% OF TOTAL HISPANIC POPULATION ONLINE

THE SITUATION
Hispanics conduct a wide range of vehicle shopping activities online. This will likely increase as their online presence continues to grow.

### US Internet User Penetration, by Race/Ethnicity, 2015-2020

<table>
<thead>
<tr>
<th>% of population in each group</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>82.3%</td>
<td>86.6%</td>
<td>89.4%</td>
<td>91.2%</td>
<td>93.2%</td>
<td>93.9%</td>
</tr>
<tr>
<td>White</td>
<td>83.2%</td>
<td>83.8%</td>
<td>84.3%</td>
<td>84.4%</td>
<td>84.4%</td>
<td>84.4%</td>
</tr>
<tr>
<td>Asian</td>
<td>82.4%</td>
<td>82.8%</td>
<td>83.1%</td>
<td>83.3%</td>
<td>83.3%</td>
<td>83.4%</td>
</tr>
<tr>
<td>Other*</td>
<td>73.3%</td>
<td>75.0%</td>
<td>76.6%</td>
<td>77.7%</td>
<td>78.4%</td>
<td>78.6%</td>
</tr>
<tr>
<td>Hispanic**</td>
<td>74.2%</td>
<td>76.5%</td>
<td>79.0%</td>
<td>81.4%</td>
<td>81.6%</td>
<td>81.9%</td>
</tr>
<tr>
<td>Total</td>
<td>81.2%</td>
<td>82.5%</td>
<td>83.7%</td>
<td>84.4%</td>
<td>84.7%</td>
<td>84.9%</td>
</tr>
</tbody>
</table>

Note: individuals of any age who use the internet from any location via any device at least once per month; *includes Native Americans, Alaska Natives, Hawaiian and Pacific Islanders, and bi- and multiracial individuals; **can be of any race.

5.4% Projected Internet user penetration by 2020 vs. 0.6% Non-Hispanic

Source: eMarketer, August 2016
With this growth, the importance of in-language auto content has also grown significantly.

<table>
<thead>
<tr>
<th>Spanish-Language Shopping Activities:</th>
<th>Q4-13</th>
<th>Q2-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Websites</td>
<td>27%</td>
<td>37%</td>
</tr>
<tr>
<td>Advertising</td>
<td>20%</td>
<td>34%</td>
</tr>
<tr>
<td>Dealership</td>
<td>38%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Source: GfK Hispanic Lower Funnel Auto Tracker Q4 2015 © GfK Custom Research, LLC
Q14: When shopping for a new vehicle, how important is...? Five point scale
Still, despite the increasing role of online during the Hispanic target’s purchase process, few platforms provide in-language options.

SW2: Which, if any, of the following auto shopping websites have you ever visited?
Source: GfK Hispanic Lower Funnel Auto Tracker Q2 2016 © GfK; Significance testing at 95% confidence level
All this provides the unique opportunity to change the dynamic on how we perform Hispanic focused in-market efforts.

Especially in the case of automotive purchase where the online space permits our buyer to browse and compare in an environment free of sales pressure.

Still… several other obstacles remain.
Online clutter in the automotive segment has made it hard for brands to stand out and connect with potential buyers.
In order to capture their attention, we needed to produce something that was interesting and relevant enough to encourage engagement and drive traffic.
The challenge was how do we creatively leverage current targeting technologies in a new and innovative way.

This required bringing together the right combination of elements.
2016 marked the arrival of the 3rd generation Toyota Tacoma. The model’s largest redesign since the 2nd generation model in 2004.

While Tacoma has remained the leader in its segment throughout much of the last decade, the arrival of this new redesign came at a time when the segment was experiencing a considerable increase in competitive activity with the recent launches of Chevy Colorado and GMC Canyon.
At the core of the model launch was the Tacoma “Sal a Jugar” (Go out and play) campaign which leveraged the Hispanic target’s desire to combine the best of two worlds...

Being responsible and hard working while at the same time taking the time to escape the daily routine and reconquer fun by “getting out there”.
In order for our target to tackle this “Work Hard / Play Hard lifestyle, they must not only be empowered by what the Tacoma offers, they must also be equipped with the right outfitter to provide them with the necessary tools.
TAKING ALL OF THIS INTO CONSIDERATION, WE ZEROED IN ON BASS PRO SHOPS AS THE IDEAL SPRINGBOARD TO THE TYPE OF ADVENTURE OUR TARGET AUDIENCE LOVES.

WHAT DID WE DO?
WE “HIJACKED” THEIR RE-TARGETED BANNERS
Yahoo! en Español provided the ideal media partner. Their considerable audience network gave us access to Hispanic users across multiple channels like:

- SPORTS
- ENTERTAINMENT
- NEWS
HOW

DID IT

WORK?
When our Hispanic consumers looked to purchase something like a BBQ, camping tent or kayak, their first step was to research online before heading to the store and finalizing the purchase.
By Yahoo! placing a retargeting pixel on select bass pro shop product pages, users could then be retargeted across the entire Yahoo! audiences network.
As a result, their browser’s history was recorded, and an Ad with the same object they were looking for, appeared in every site they visited after that.

Except now, with a NEW twist.
The banners delivered to users would now display their desired item readily loaded on the back of a Tacoma.
This not only provided **RELEVANT** and **TAILORED** messaging, but it also enabled us to effectively highlight one of Tacoma’s key features, its cargo space.
This co-branded effort proved to be mutually beneficial to both partners as it empowered users to control their experience by allowing them to visit both Toyota.com as well as BassPro.com.
Toyota Tacoma and Bass Pro creative delivered a total traffic rate of 0.75% to the Toyota Español site.

The delivered rate was 3Xs higher than the total traffic rate goal of 0.25%.
Users exposed to the creative were more inclined to perform lower funnel actions on the Toyota site*, delivering a total qualified rate of 0.107% - 2Xs above the expected benchmark of 0.046%

*lower funnel actions (a.k.a., qualified conversions) on the site, such as, “locate a dealership” “build your vehicle”
During the timeframe in which the creative was live, the Toyota Español Tacoma page(s) experienced an increase of time spent (+13%) and drove visits 2Xs higher when compared to site benchmarks*.

*Site benchmarks were 56 days prior to MY16 Tacoma launch campaign.
THANK YOU