



DEPLOYMENT SUMMARY

Deployment Date	08/24/2017
Delivered	100,000
Opens	11,532 (11.53%)
Clicks	1,387 (1.39%)
Clicks-to-Opens	12.03%
Mobile Opens	9,106 (78.96%)
Mobile Clicks	979 (70.58%)

TOP 5 CALLS-TO-ACTION

Main Image	806 (58.11%)
Grand Cherokee Image	124 (8.94%)
1500 Pickup Image	98 (7.07%)
20% Off Coupon Image	96 (6.92%)
Footer Logos + Contact Info	96 (6.92%)
TOTAL TOP 5 CTAs	1,220 (87.96%)

TARGETING:	Chrysler/Jeep/Dodge/Ram Owners, Auto Intenders, Jeep/Chrysler/Dodge/Ram Intenders, Domestic Auto Intenders in Client Furnished Zips
SUBJECT:	Stop In Today – Big Clearance Saving + Big Value Trade

EMAIL CAMPAIGN CLICK DETAILS: FAIR OAKS CJDR



FAIR OAKS CHRYSLER JEEP DODGE RAM

FAIR OAKS CHANTILLY
SUMMER CLEARANCE EVENT

SUMMER CLEARANCE SAVINGS + YOUR TRADE IS ALWAYS WORTH MORE!

NEW 2017 RAM 1500 PICKUP
MSRP \$37,116 - \$429 OFF MSRP
\$12,000 OFF MSRP!

NEW 2017 JEEP CHEROKEE
MSRP \$16,988 - \$239 OFF MSRP
\$8,000 OFF MSRP!

NEW 2017 JEEP GRAND CHEROKEE
MSRP \$24,247 - \$319 OFF MSRP
\$7,000 OFF MSRP!

NEW 2017 JEEP COMPASS
MSRP \$19,247 - \$279 OFF MSRP
\$5,000 OFF MSRP!

SERVICE NOW OPEN TO MIDNIGHT!

20% OFF
ANY SERVICE APPOINTMENT FROM 6PM-MIDNIGHT!

FAIR OAKS CHANTILLY CHRYSLER JEEP DODGE RAM
4179 Auto Park Circle Chantilly, Virginia 20151
888-478-1930

www.FairOaksMotors.com

EMAIL AD

FAIR OAKS CHANTILLY
Jeep DODGE RAM
FairOaksMotors.com

New 2017 Grand Cherokee

\$7,000 UP TO OFF MSRP

\$319 a mo. Buy **\$24,247**

Plus, Your Trade Is Always Worth More At Fair Oaks!

LABOR DAY SALES EVENT

OVER 7K Off Example: HW656948, \$31,390 SALE \$24,247. Price plus tax, tags & freight. \$1,320. Processing Fee \$689. Includes all Factory Incentives. See dealer for details. Reservations apply. More than 2 at this price.

RETARGETING AD (Shown: 160x600)

EMAIL CAMPAIGN	
Date Started	08/24/2017
Date Completed	08/30/2017
Messages Delivered	100,000
Email Responders	11,532

RETARGETING CAMPAIGN RESULTS	
Date Started	08/31/2017
Date Completed	09/06/2017
Impressions Ordered	50,000
Email Responders Retargeted	9,459
Clicks	552
% Clicks To Impressions (Industry Average .15%)	1.10%
% Of Email Responders Who Re-engaged	4.79%

CLICKS / CLICK % GENERATED (TOP 4)		
Words With Friends 2*	35	6.34%
Flixster	30	5.43%
OnsideSports	26	4.71%
Dream League Soccer*	19	3.44%

* Represents Bundles: An assortment of popular websites/apps

DEPLOYMENT SUMMARY

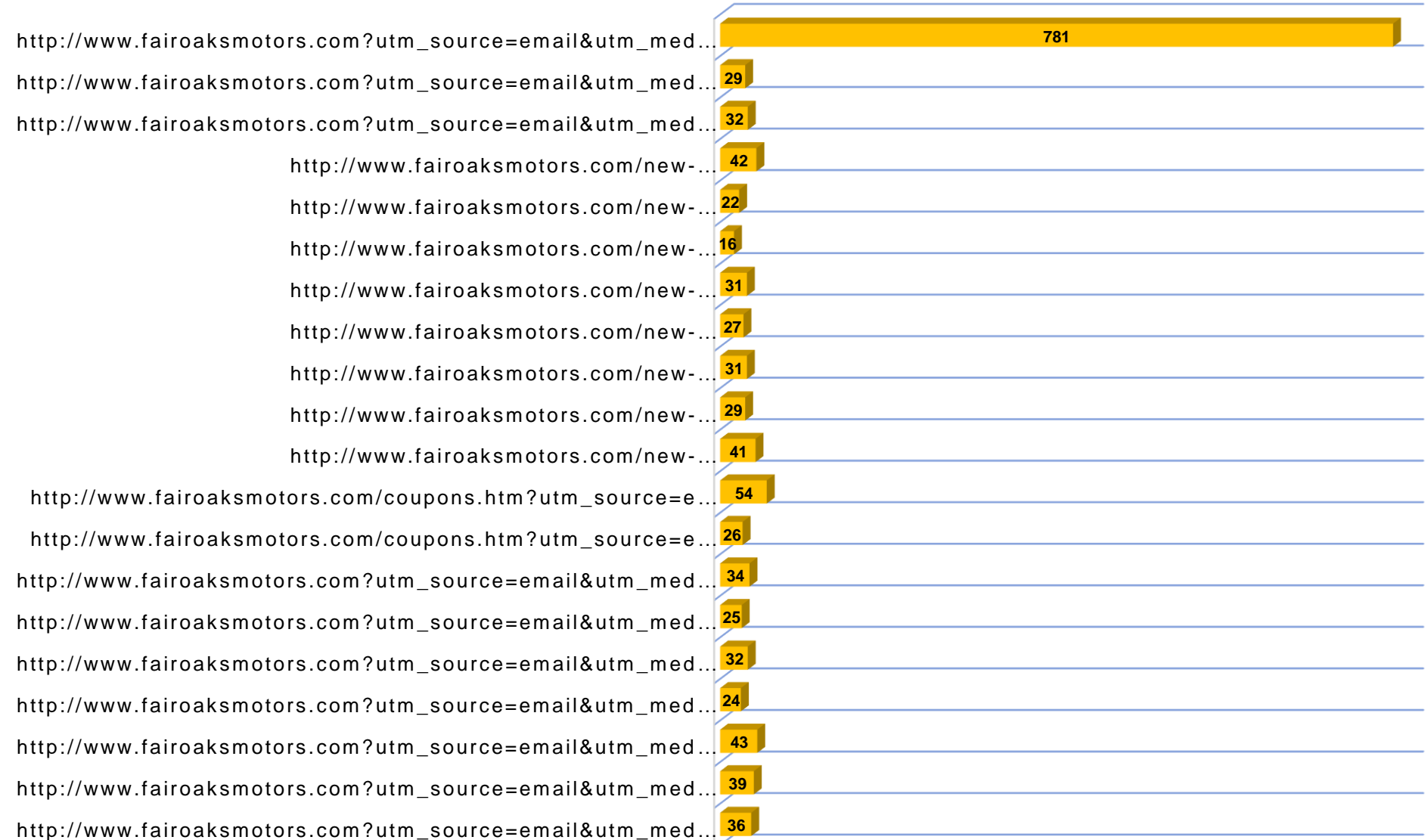
Deployment Date	09/15/2017
Delivered	100,000
Opens	10,771 (10.77%)
Clicks	1,394 (1.39%)
Clicks-to-Opens	12.94%
Mobile Opens	8,971 (83.29%)
Mobile Clicks	1,125 (80.70%)

TOP 5 CALLS-TO-ACTION

Header Logo	781 (56.03%)
Service Now Open To Midnight Button	54 (3.87%)
Footer Ram Power Days Logo	43 (3.08%)
New 2017 Ram 1500 Pickup Image	42 (3.01%)
New 2017 Jeep Compass Small Print Text	41 (2.94%)
TOTAL TOP 5 CTAs	961 (68.94%)

TARGETING:	Chrysler, Jeep, Dodge, Ram Owners and Intenders, Age of Vehicle 3+ Years, Auto Intenders in Client Furnished ZIPs
SUBJECT:	5 Days To Deal – Offers End On 9/18

EMAIL CAMPAIGN CLICK DETAILS: FAIR OAKS CJDR



FAIR OAKS CHRYSLER JEEP DODGE RAM

5 DAYS TO DEAL

OFFER ENDS 9/18/2017

\$500 BONUS CASH!
ON SELECT 2017 CHRYSLER, JEEP, DODGE & RAM MODELS!

NEW 2017 RAM 1500 PICKUP
MSRP \$31,116 - \$429⁺
SALE \$24,247
\$7,000 OFF MSRP

CLICK & VIEW INVENTORY

NEW 2017 JEEP CHEROKEE
MSRP \$16,988 - \$239⁺
SALE \$12,988
\$8,000 OFF MSRP

CLICK & VIEW INVENTORY

NEW 2017 JEEP GRAND CHEROKEE
MSRP \$24,247 - \$319⁺
SALE \$17,247
\$7,000 OFF MSRP

CLICK & VIEW INVENTORY

NEW 2017 JEEP COMPASS
MSRP \$19,247 - \$279⁺
SALE \$14,247
\$5,000 OFF MSRP

CLICK & VIEW INVENTORY

SERVICE NOW OPEN TO INDUSTRY

20% OFF
ANY SERVICE & REPAIRMENT
HIGHWAY MILEAGE!

FAIR OAKS CHANTILLY
14175 Aurora Park Circle
Chantilly, Virginia 20151
888-478-1930

www.FairOaksMotors.com

EMAIL AD

FAIR OAKS CHANTILLY
FairOaksMotors.com

POWER DAYS PRICING
UP TO \$7,000 OFF!

New 2017 Grand Cherokee
Only
\$319 a mo.
Buy
\$24,247
MSRP 31,390

Plus, Your Trade Is Always Worth More At Fair Oaks!

Jeep CELEBRATION EVENT

OVER 7K Off Example: HW656948, \$31,390 SALE \$24,247. Price plus tax, tags & freight. \$1,320 Processing Fee \$689. Includes all Factory Incentives. See dealer for details. Restrictions apply. More than 2 at this price.

RETARGETING AD
(Shown: 160x600)

EMAIL CAMPAIGN

Date Started	09/15/2017
Date Completed	09/21/2017
Messages Delivered	100,000
Email Responders	10,771

RETARGETING CAMPAIGN RESULTS

Date Started	09/22/2017
Date Completed	09/28/2017
Impressions Ordered	50,000
Email Responders Retargeted	8,834
Clicks	563
% Clicks To Impressions (Industry Average .15%)	1.13%
% Of Email Responders Who Re-engaged	5.23%

CLICKS / CLICK % GENERATED (TOP 4)

SongFlip*	31	5.51%
Zedge Android 4.0+	29	5.15%
Words With Friends 2*	20	3.55%
Flow Free	14	2.49%

* Represents Bundles: An assortment of popular websites/apps

FAIR OAKS CHRYSLER JEEP DODGE RAM

Jeep CELEBRATION EVENT

NEW 2017 JEEP WRANGLER
at loc. \$18,900 + \$249 /mo.
CLICK & VIEW INVENTORY

NEW 2017 RAM 1500 PICKUP
at loc. \$31,116 + \$429 /mo.
MSRP: \$44,090
\$12,000 OFF MSRP!
CLICK & VIEW INVENTORY

NEW 2017 JEEP CHEROKEE
at loc. \$16,988 + \$239 /mo.
MSRP: \$24,165
\$8,000 OFF MSRP!
CLICK & VIEW INVENTORY

NEW 2017 JEEP GRAND CHEROKEE
at loc. \$24,247 + \$319 /mo.
MSRP: \$31,390
\$7,000 OFF MSRP!
CLICK & VIEW INVENTORY

NEW 2017 JEEP COMPASS
at loc. \$16,972 + \$229 /mo.
MSRP: \$23,140
\$6,000 OFF MSRP!
CLICK & VIEW INVENTORY

SERVICE NOW OPEN TO MIDNIGHT!

20% OFF
ANY SERVICE APPOINTMENT
FROM 9AM-MIDNIGHT!

Jeep DODGE RAM

FAIR OAKS CHANTILLY CHRYSLER JEEP DODGE RAM
4170 Auto Park Circle
Chantilly, Virginia 20151
888-478-1930

POWER DAYS Jeep CELEBRATION EVENT

www.FairOaksMotors.com

DEPLOYMENT SUMMARY

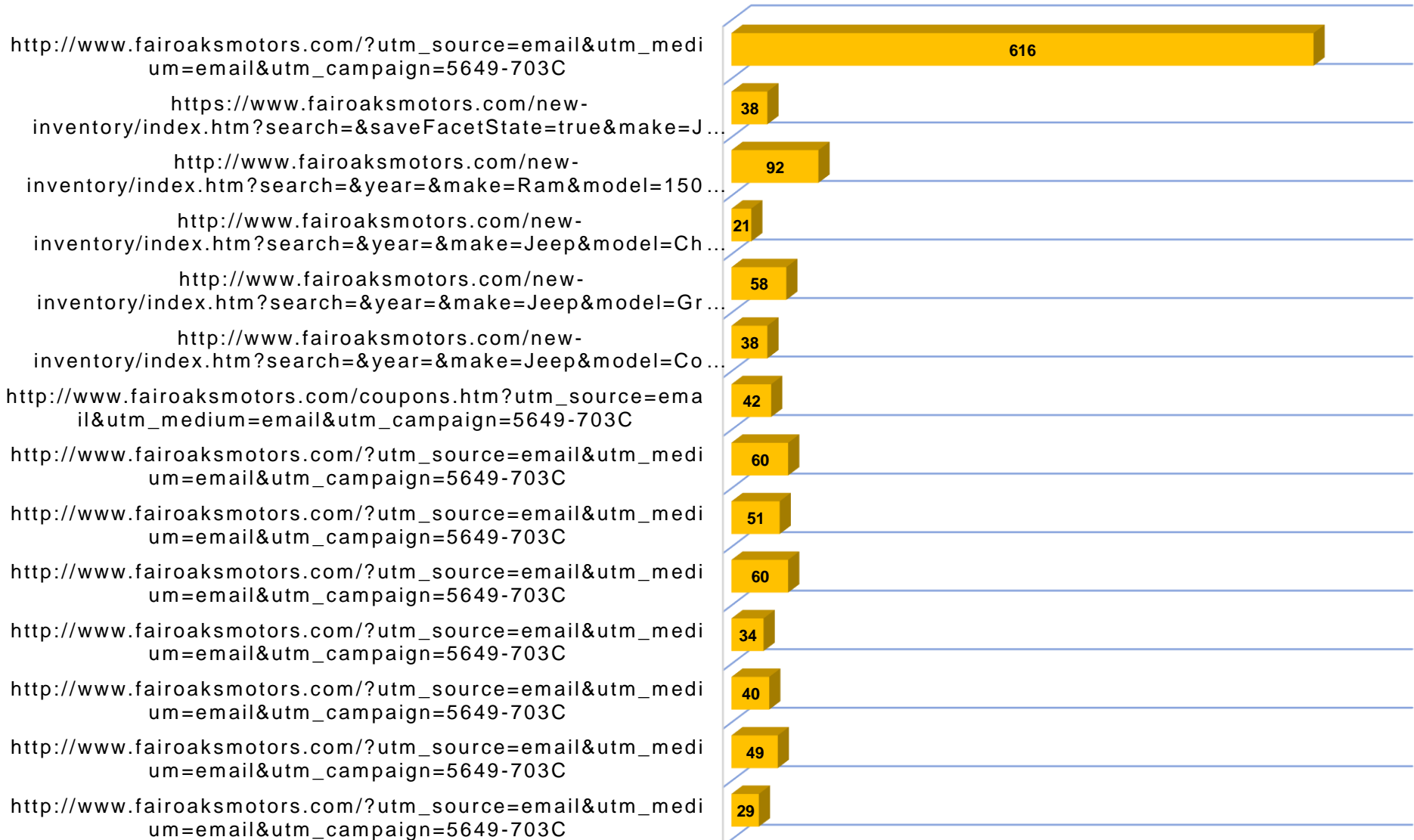
Deployment Date	10/24/2017
Delivered	100,000
Opens	12,561 (12.56%)
Clicks	1,228 (1.23%)
Clicks-to-Opens	9.78%
Mobile Opens	9,335 (74.32%)
Mobile Clicks	887 (72.23%)

TOP 5 CALLS-TO-ACTION

Main Image	616 (50.16%)
New 2017 Ram 1500 Pickup Image	92 (7.49%)
Logos Banner	60 (4.89%)
Vertical Box Logos	60 (4.89%)
New 2017 Jeep Grand Cherokee Image	58 (4.72%)
TOTAL TOP 5 CTAs	886 (72.15%)

TARGETING:	Chrysler/Jeep/Dodge/Ram Owners and Intenders, Auto Intenders Age of Vehicle 3+ Years in 15 Miles of 20151
SUBJECT:	Save Up to 12,000 Off MSRP – Details Inside

EMAIL CAMPAIGN CLICK DETAILS: FAIR OAKS CJDR



FAIR OAKS CHRYSLER JEEP DODGE RAM

Jeep CELEBRATION EVENT

NEW 2017 JEEP WRANGLER as low as \$18,900 + \$249/mo. CLICK & VIEW INVENTORY

NEW 2017 RAM 1500 PICKUP \$31,116 - \$429/mo. \$12,000 OFF MSRP. CLICK & VIEW INVENTORY

NEW 2017 JEEP CHEROKEE \$16,988 - \$239/mo. \$8,000 OFF MSRP. CLICK & VIEW INVENTORY

NEW 2017 JEEP GRAND CHEROKEE \$24,247 - \$319/mo. \$7,000 OFF MSRP. CLICK & VIEW INVENTORY

NEW 2017 JEEP COMPASS \$16,972 - \$229/mo. \$6,000 OFF MSRP. CLICK & VIEW INVENTORY

20% OFF ANY SERVICE APPOINTMENT FROM 6PM-MIDNIGHT

FAIR OAKS CHANTILLY CHRYSLER JEEP DODGE RAM 4170 Route Park Circle Chantilly, Virginia 20151 888-478-1930

www.FairOaksMotors.com

EMAIL AD

FAIR OAKS CHANTILLY Jeep DODGE RAM FairOaksMotors.com

POWER DAYS PRICING UP TO \$7,000 OFF MSRP

New 2017 Grand Cherokee Only \$319 a mo. Buy \$24,247 MSRP 31,390

Plus, Your Trade Is Always Worth More At Fair Oaks!

Jeep CELEBRATION EVENT

OVER 7K Off Example: HW656948, \$31,390 SALE \$24,247. Price plus tax, tags & freight. \$1,320 Processing Fee \$689. Includes all Factory Incentives. See dealer for details. Reservations apply. More than 2 at this price.

RETARGETING AD (Shown: 160x600)

EMAIL CAMPAIGN

Date Started	10/24/2017
Date Completed	10/30/2017
Messages Delivered	100,000
Email Responders	12,561

RETARGETING CAMPAIGN RESULTS

Date Started	10/28/2017
Date Completed	11/03/2017
Impressions Ordered	50,000
Email Responders Retargeted	10,300
Clicks	538
% Clicks To Impressions (Industry Average .15%)	1.08%
% Of Email Responders Who Re-engaged	4.28%

CLICKS / CLICK % GENERATED (TOP 4)

TuneIn Radio	41	7.62%
Spinrilla – Mixtapes For Free	29	5.39%
SongFlip*	25	4.65%
Trivia Crack iOS*	16	2.97%

* Represents Bundles: An assortment of popular websites/apps