



# IGNITE YOUR AUTO CAMPAIGNS WITH COGNITIV

*Turbocharge your ads to increase test drives, drive qualified traffic to dealerships, and prioritize on-site actions that lead to sales with Cognitiv.*

## FIND HIGH INTENT BUYERS FASTER AND AT SCALE WITH DEEP LEARNING AI

**Customer Journey Complexity:** The buying journey for cars is long and involves multiple touchpoints. *How can we fully understand and optimize the customer journey to increase sales?*

**Aspirational Visits Inflating Costs:** High traffic to sites with low test drives booked. *Are some actions on my site not worth optimizing to?*

**Messaging Personalization:** Catering to individual customer preferences and needs in a meaningful way. *Does highlighting car features outperform price with some audiences?*

## OUR PROPRIETARY APPROACH:

**Cross-Device Browsing Behavior Models:** Cognitiv's 250 million+ device ID graph and proprietary deep learning AI enables advanced understanding of intent. Go beyond audiences to target not only interested prospects, but those ready to take action.

**Advanced Contextual to Qualify Prospects:** With our advanced understanding of page context beyond keywords, we can determine who is reading about auto for fun and who is looking to buy.

**Next-Gen Creative Optimization:** Traditional DCO is reactive, choosing creative post-impression purchase. Cognitiv's method transforms this by predicting each creative's potential impact before purchase for that user, considering context, consumer, and timing.

LUXURY CAR BRAND:

33%

IMPROVEMENT IN COST PER TEST DRIVE

REGIONAL DEALERSHIP CAMPAIGN:

43%

INCREASE IN DEALERSHIP VISITS

ELECTRIC VEHICLE RELEASE:

52%

INCREASE IN VIDEO COMPLETION RATES