



WeHaa AutoDeals

PROMOTIONS & EVENTS

Case Study Seattle SUV Event



CHALLENGE: How do publishers provide cutting-edge quantifiable digital solutions to their local auto dealers without incurring big investments in revenue and resources?

- OEMs are making it loud and clear to local dealers to shift their budget over to digital. One of our publishers reported a local dealer flipped their budget from 75% print / 25% digital last year to 25% print / 75% digital this year.
- End of Year Clearance Event, Memorial Day Savings Event, Truck & SUV Clearance Sale, you name it – your local auto dealers have budget for these types of events.
- But how do newspapers provide an online and print campaign for these year-long events while staying within budget, creating the technology, design, SEO, and still have large profit margins?

Seattle Times SUV Sales Event



We are going to show you a brand new way to host virtual or physical events and promotions using The Seattle Times SUV Sales Event.

The Seattle Times used WeHaa's turnkey, feed-less inventory integration and reverse publishing system.

- Hands-free for both publishers & local dealers
- Turn-around time to create an event about 2 weeks
- Resell profit margin approx. 300%!

The Seattle Times

The Seattle Times SUV Sales Event

SUV

SALES
EVENT

Huge Inventory of New and Used SUVs
One-Stop Shopping Compare & Save

Huge Inventory of New and Used SUVs. Seattle Dealers Showcase of New and Used SUV Inventory.

Like Share

Dwayne Lane's Auto Family SUV Sales Event

2011 Jeep Grand Cherokee	2017 Subaru Outback 3.6R	2013 Ford Escape SEL SUV
\$ 14,888 Year: 2011	\$ 39,969 Year: 2017	\$ 15,444 Year: 2013
DWAYNE LANE'S AUTO FAMILY Call us 855 965-1959	DWAYNE LANE'S AUTO FAMILY Call us 855 965-1959	DWAYNE LANE'S AUTO FAMILY Call us 855 965-1959

Dwayne Lane's Auto Family SUV Sales Event

Pierre Auto Group SUV Sales Event

New 2018 Ford Escape SEL	New 2017 Lincoln MKX	New 2017 Ford Explorer XLT
\$ 35,345 Year: 2018	\$ 56,315 Year: 2017	\$ 47,795 Year: 2017
Bill Pierre AUTO GROUP Call us 866-771-6092	Bill Pierre AUTO GROUP Call us 866-771-6092	Bill Pierre AUTO GROUP Call us 866-771-6092

Pierre Auto Group SUV Sales Event

Our Sponsors:

Pierre Auto Group SUV Sales Event

CLICK HERE NOW!
VIEW OUR INVENTORY

Rairdon's of Kirkland

Kirkland

"We Drive" CLICK HERE NOW!
VIEW OUR INVENTORY

Dwayne Lane's Auto

DL DWAYNE LANE'S AUTO FAMILY

CLICK HERE NOW!
VIEW OUR INVENTORY

The Seattle Times

The Seattle Times SUV Sales Event

SUV

SALES
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Huge Inventory of New and Used SUVs
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Dwayne Lane's Auto Family SUV Sales Event

DL DWAYNE LANE'S AUTO FAMILY

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Dwayne Lane's Auto Family SUV Sales Event



DL DWAYNE LANE'S AUTO FAMILY

CLICK HERE NOW!
VIEW OUR INVENTORY












Pierre Auto Group SUV Sales Event

SUV SALES EVENT



Make: All | Model: All | Max Year: All | **SEARCH**

 <p>Used 2009 Lexus RX 350</p> <p>\$ 12,995 Mileage: 105119 Year: 2009</p> <p>VIEW MORE DETAILS</p>	 <p>Used 2010 INFINITI QX56 Base</p> <p>\$ 12,995 Mileage: 153010 Year: 2010</p> <p>VIEW MORE DETAILS</p>	 <p>Used 2007 GMC Yukon</p> <p>\$ 13,455 Mileage: 153010 Year: 2007</p> <p>VIEW MORE DETAILS</p>
 <p>Used 2011 Toyota RAV4 Base</p> <p>\$ 14,455 Mileage: 84213 Year: 2011</p> <p>VIEW MORE DETAILS</p>	 <p>Used 2007 GMC Yukon SLT</p> <p>\$ 14,491 Mileage: 152713 Year: 2007</p> <p>VIEW MORE DETAILS</p>	 <p>Used 2014 Chevrolet Equinox LS</p> <p>\$ 14,995 Mileage: 153010 Year: 2014</p> <p>VIEW MORE DETAILS</p>
 <p>Used 2006 Jeep Wrangler</p> <p>\$ 15,986 Mileage: 96849 Year: 2006</p> <p>VIEW MORE DETAILS</p>	 <p>Used 2014 Chevrolet Equinox LS</p> <p>\$ 15,987 Mileage: 35079 Year: 2014</p> <p>VIEW MORE DETAILS</p>	 <p>Used 2016 Dodge Journey SXT</p> <p>\$ 15,993 Mileage: 153010 Year: 2016</p> <p>VIEW MORE DETAILS</p>

Pierre Auto Group SUV Sales Event

SUV SALES EVENT



Search



Used 2008 Ford Expedition

\$ 8,995 | Mileage: 13544 | Year: 2008

[VIEW MORE DETAILS](#)



Every event starts with the feed-less integration of the participating dealers' sale inventory. The real power is that the inventory can be filtered in any way to match the event's needs – new and/or used, specific makes, price, etc.

In this case, WeHaa filtered all of the SUVs from each dealer.

The inventory was displayed on a themed landing page.

- Dynamic Inventory Sliders
- Mobile Responsive
- Dealer Specific Landing Pages

What You Get



PRINT & DIGITAL ADS

A complete set of print and digital ads were provided to the publisher.

The Seattle Times placed teaser ads in their print newspaper to start building interest from their readers.

Teaser ads and drop-in ads were also placed throughout their website and auto vertical.



Shopping Destination



DEALER LANDING PAGE

We created a branded shopping destination [landing page] for each participating dealer. All of the dealers' new, used or "promotional" inventory were imported daily.

- Landing Pages are mobile responsive across all devices and SEO optimized.
- A user can shop by make, model, year, body style, etc.

Pierre Auto Group SUV Sales Event

SUV SALES EVENT

Bill Pierre

Ford Chevrolet

Make: All | Model: All | Max Year: All | SEARCH

Vehicle Image	Model	Price	Mileage	Year
	Used 2009 Lexus RX 350	\$ 12,995	105119	2009
	Used 2010 INFINITI QX56 Base	\$ 12,995	153010	2010
	Used 2007 GMC Yukon	\$ 13,455		
	Used 2011 Toyota RAV4 Base	\$ 14,455	84213	2011
	Used 2007 GMC Yukon SLT	\$ 14,491	152713	2007
	Used 2014 Chevrolet Equinox LS	\$ 14,995		
	Used 2006 Jeep Wrangler	\$ 15,986	96849	2006
	Used 2014 Chevrolet Equinox LS	\$ 15,987	35079	2014
	Used 2016 Dodge Journey SXT	\$ 15,993		
	Used 2008 Ford Expedition	\$ 8,995	13544	2008

Pierre Auto Group SUV Sales Event

SUV SALES EVENT

Bill Pierre

Ford Chevrolet

Search

Used 2008 Ford Expedition

\$ 8,995 | Mileage: 13544 | Year: 2008

VIEW MORE DETAILS

Event Launch



To kick off the event

We created a set of inventory banner widgets and a full-page, print-ready pdf.

The full-page pdf was generated using WeHaa's system and featured 5 vehicles chosen by stock number from each local dealer. The 5 vehicles were imported the day before the event launched to make sure they were still on the lot.

The Seattle Times
SUV'S SALES EVENT
AUGUST 25TH - SEPTEMBER 4TH

Bill Pierre AUTO CENTERS SALES PHONE 866-711-6092 SERVICE PHONE 866-711-6092 11323 Lake City Way NE Seattle, WA 98125	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K
Bill Pierre AUTO CENTERS SALES PHONE 866-711-6092 SERVICE PHONE 866-711-6092 11323 Lake City Way NE Seattle, WA 98125	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K
Bill Pierre AUTO CENTERS SALES PHONE 866-711-6092 SERVICE PHONE 866-711-6092 11323 Lake City Way NE Seattle, WA 98125	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K	 2010 Subaru Outback 3.6R \$11,755 18044K
Bill Pierre AUTO CENTERS SALES PHONE 866-711-6092					

Event Launch



DYNAMIC WIDGET BANNERS

Inventory widgets were placed throughout their website including the home page and local sections.

Widgets are a great way to engage your passive readers. The more exposure they get, the more success your event will achieve.

75% of VDP clicks come from Widget traffic.

The Seattle Times SUV SALES EVENT

View Deal \$26,993 Bill Pierre AUTO CENTERS 2015 Ford Expedition XLT

View Deal \$26,993 Bill Pierre AUTO CENTERS 2015 Ford Expedition XLT

SHOP ONLINE NOW

The Seattle Times SUV SALES EVENT

SHOP ONLINE NOW

View Deal \$26,993 Bill Pierre AUTO CENTERS 2015 Ford Expedition XLT

View Deal \$26,993 Bill Pierre AUTO CENTERS 2015 Ford Expedition XLT

View Deal \$26,993 Bill Pierre AUTO CENTERS 2015 Ford Expedition XLT

Home Page Inventory Widget



DYNAMIC WIDGET BANNERS

Here's an example of a dynamic widget banner on the home page of The Seattle Times.

The screenshot displays the home page of The Seattle Times. At the top, there is a navigation bar with a menu icon, 'Menu | Weather | Traffic', the site logo 'The Seattle Times', and links for 'Log In | Subscribe | Search'. Below this is a secondary navigation bar with categories: 'LOCAL | BIZ/TECH | SPORTS | ENTERTAINMENT | LIFE | TRAVEL | HOMES | OPINION | JOBS | AUTOS | SHOP | All Sections'. The main content area features a large banner for 'SPLASH!' at Point Defiance Zoo & Aquarium, with dates 'Saturday - Sunday Sept. 30 - Oct. 1' and a 'Get Discounted Tickets' button. To the left of the banner is a list of news articles:

- In Boeing victory, U.S. Commerce Dept. slaps massive tariff on small jets from Canada's Bombardier**
- Seattle home price growth is nearly double any other U.S. city**
- UW gets grant to invent new materials that could power the next big technology** (Updated 7:30 am)
- 'Nothing, nothing.' Aid lags in hurricane-torn Puerto Rico** (VIEW Updated 7:40 am)
- How did Sound Transit's \$15 billion tax request reach \$54 billion? Republicans say they were misled**
- Trump, GOP tax plan cuts rates, nearly doubles deduction** (VIEW Updated 8:57 am)
- New rules: Some protests are more equal than others | Danny Westneat**

Below the list is a photo of Seattle Seahawks players on the field, with a caption: 'Seahawks center Justin Britt puts his hand on defensive end Michael Bennett's shoulder. (Bettina Hansen / The Seattle Times)'. To the right of the photo is a headline: **Will NFL players' protests make a lasting difference? Seattle activists welcome the boost**. Below the headline is a quote: '“You can't stand on the sidelines,” said local NAACP activist KL Shannon after the Seahawks and other NFL teams said they couldn't stand for racial injustice in protests during national anthem Sunday and Monday.' Below the quote is another headline: **Doug Baldwin: Seahawks' anthem statement is about fighting inequality, not protesting the flag or country**.

On the right side of the page, there is a 'SUV SALES EVENT' advertisement. It features two cars: a 2015 Jeep Cherokee Limited for \$17,685 at Kirkland 'We Do Jeep', and a 2017 Ford Explorer Platinum SUV for \$47,895 at Dwayne Lane's Auto Family. A 'SHOP ONLINE NOW' button is at the bottom of the ad.

Driving Organic Traffic



SEO

The event was SEO optimized with custom metadata packages for each dealer and brand. Our system also creates dynamic keyword phrases and cross-links.

SEO starts indexing within 24 hours to help drive organic traffic to your autos promotions.

“The Seattle Times SUV Sales Event” phrase was showing up in the #1 organic position for The Seattle Times in 48 hours.

The screenshot shows a Google search for "The Seattle Times SUV Sales Event". The search results are as follows:

- Google** logo and search bar containing "The Seattle Times SUV Sales Event".
- Navigation tabs: All (selected), Images, News, Videos, Maps, More, Settings, Tools.
- Search results summary: "About 852,000 results (0.44 seconds)".
- First result: **Nissan® SUV Lineup - Seattle - Official Dealer Locator**. URL: www.choosenissan.com/SUV. Description: "Explore the Impressive 2017 Nissan® SUV Lineup. Find Local Offers Now! 390 HP, 394 Lb-Ft Torque · Heated & Cooled Seats · 5.6 Liter 32-Valve V8 · Illuminating Bed Lighting". Links: Design Your Nissan, Local Inventory, Locate a Dealer, Available Offers.
- Second result (highlighted with a red box):** **The Seattle Times SUV Sales Event - Seattle Times: Autos**. URL: autos.seattletimes.com/events/suvs/. Description: "Huge Inventory of New and Used SUVs. Seattle Dealers Showcase of New and Used SUV Inventory."
- Third result: **Pierre Auto Group SUV Sales Event - Seattle Times: Autos**. URL: autos.seattletimes.com/web/flex-114-pierre_auto_group.html. Description: "Pierre Auto Group SUV Sales Event. Pierre Auto Group SUV Sales Event. Pierre-Auto-Group-mobile. Pierre-Auto-Group-Header. Search. Make. All, Cadillac ..."
- Fourth result: **SUVs compete for Outdoor Activity Vehicle of the ... - The Seattle Times**. URL: www.seattletimes.com/.../suvs-compete-for-outdoor-activity-vehicle-of-the-year/. Description: "Sep 11, 2017 - SUV sales event. Love what you see in Ride Guide? Check out this collection of local deals on SUVs. Mudfest is my Christmas. First and ..."
- Fifth result: **Dwayne Lane's Auto Family SUV Sales Event - Seattle Times: Autos**. URL: autos.seattletimes.com/web/flex-116-dwayne_lanes_auto_family.html. Description: "2003 Ford Explorer Sport Trac SUV. \$ 7,747. Mileage: 130110. Year: 2003. View more details · 2010 Jeep Liberty Sport SUV - Dwayne Lane's Auto ..."
- Sixth result: **SUVs are the future of auto manufacturing | The Seattle Times**. URL: www.seattletimes.com/nwshowcase/.../suvs-are-the-future-of-auto-manufacturing/. Description: "Sep 12, 2017 - SUV sales event. Love what you see in Ride Guide? Check out this collection of local deals on SUVs. Keep your eye on Ford's upcoming Eco ..."
- Seventh result: **New and Used Cars Deals by Seattle Times**. URL: autos.seattletimes.com/. Description: "Home · Dealer Incentives · Pre-owned Cars · Certified Pre-Owned · Service Specials · Automotive News · Advertising With Us · SUV Sales Event ..."

Dynamic Facebook Ads!



FACEBOOK GEO TARGETED ADVERTISING

We invest a portion of your cost into geo-targeted, dynamic Facebook advertising.

We pull the dealers inventory into professional, eye-catching ads that are responsive across all devices.

The dynamic ads targeted Seattle-area Facebook visitors shopping for autos and automatically displayed vehicles they recently viewed.



Google Analytics

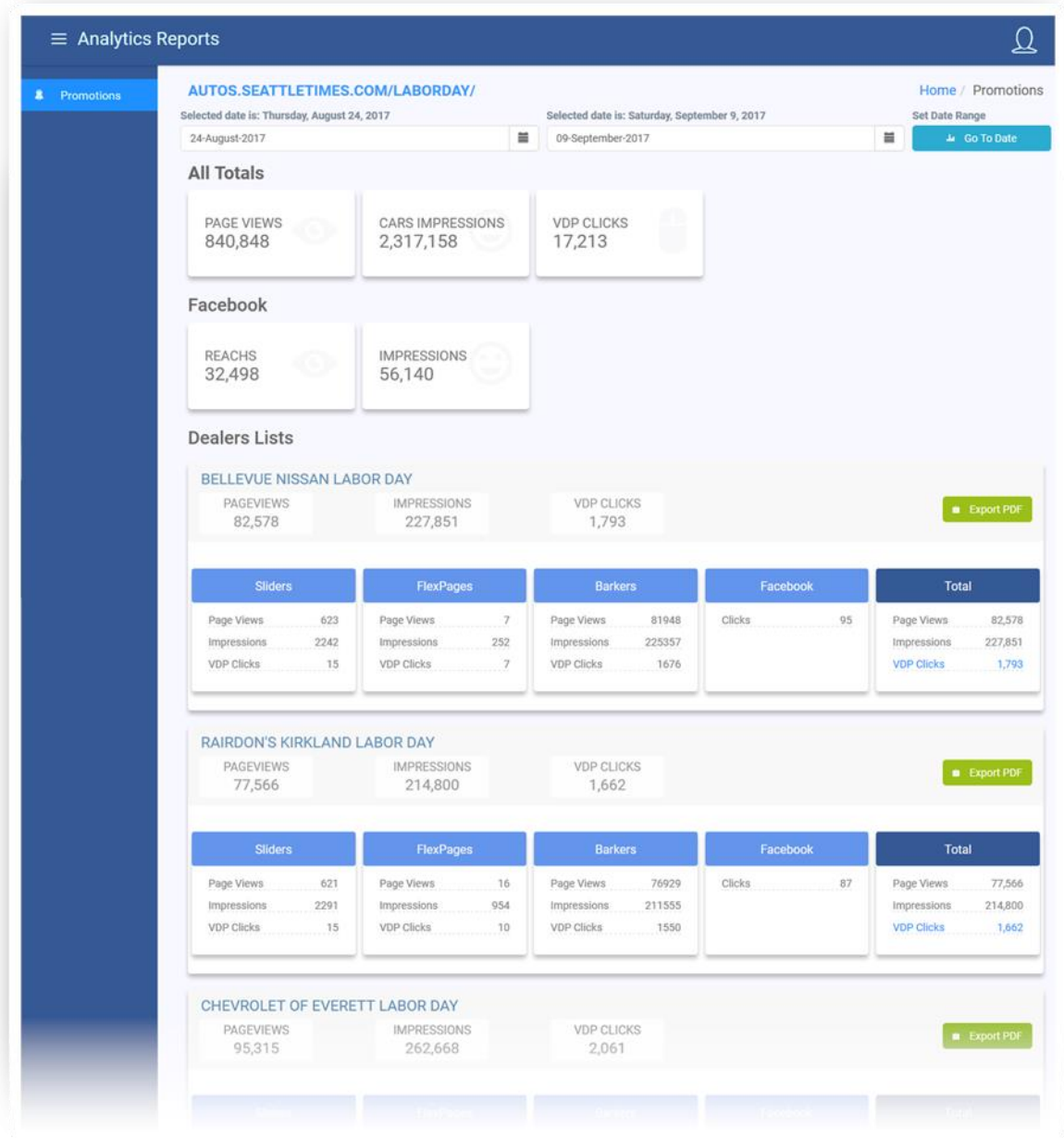


GOOGLE API REPORTING

Advanced reporting utilizes Google API analytics data.

Reports will show your dealers VDP clicks and where each click went.

We also tie in sales data from your clicks utilizing WeHaa's Smart Reports.



The numbers don't lie



ADVANCED REPORTS

WeHaa's Advanced Dealer Reports include detailed data from the event, including dynamic Sliders and graphic Barker banners.

Dealer reports show pageviews, vehicle impressions, VDP clicks & number of cars sold that were clicked.

THE SEATTLE TIMES SUV SALES EVENT

August 25 - September 10

522

CARS PROMOTED

65

CARS SOLD

227,533

CARS IMPRESSIONS

82,497

PAGEVIEWS

1,793

VDP CLICKS

Detail

Event Home Page	Dealer Event Landing Page	Dealer Event Banner Ad
Page Views 543	Page Views 7	Page Views 81947
Impressions 1927	Impressions 252	Impressions 225354
VDP Clicks 15	VDP Clicks 7	VDP Clicks 1676

Facebook	Total
Clicks 95	Page Views 82,497
	Impressions 227,533
	VDP Clicks 1,793

Promoted SEO Keyword

Rank

Pierre Auto Group SUV Sales Event	1
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The numbers don't lie



ADVANCED REPORTS

The reports show all vehicles that were clicked and sold during the event.

THE SEATTLE TIMES SUV SALES EVENT - SOLD CARS DETAILS

Used 2015 Acura TLX 3.5L V6 w/Technology Package Dealer: Pierre Auto Group Labor Day Type: TLX Stock: 17247 Make: Acura	Price: \$27,365.00 Year: 2015 Model: TLX Mileage: 6969	Clicks 1
Used 2014 Ford Taurus SEL Dealer: Pierre Auto Group Labor Day Type: Taurus Stock: P24120 Make: Ford	Price: \$12,895.00 Year: 2014 Model: Taurus Mileage: 65473	Clicks 1
New 2018 Ford F-150 XL Dealer: Pierre Auto Group Labor Day Type: F-150 Stock: 260237 Make: Ford	Price: \$38,999.00 Year: 2018 Model: F-150 Mileage: 5	Clicks 1
New 2017 Ford F-250 Super Duty Lariat Dealer: Pierre Auto Group Labor Day Type: F-250 Stock: 171246 Make: Ford	Price: \$62,999.00 Year: 2017 Model: F-250 Mileage: 5	Clicks 1
New 2017 Ford Escape Titanium Dealer: Pierre Auto Group Labor Day Type: Escape Stock: 271711 Make: Ford	Price: \$35,273.00 Year: 2017 Model: Escape Mileage: 5	Clicks 1
Used 2017 Mercedes-Benz E-Class E300 Dealer: Pierre Auto Group Labor Day Type: E-Class Stock: P24434 Make: Mercedes-Benz	Price: \$45,995.00 Year: 2017 Model: E-Class Mileage: 20483	Clicks 1
New 2017 Ford Escape SE Dealer: Pierre Auto Group Labor Day Type: Escape Stock: 271844 Make: Ford	Price: \$19,575.00 Year: 2017 Model: Escape Mileage: 5	Clicks 1
New 2017 Ford Fusion SE Dealer: Pierre Auto Group Labor Day Type: Fusion Stock: 270144 Make: Ford	Price: \$25,441.00 Year: 2017 Model: Fusion Mileage: 5	Clicks 1
New 2017 Ford Explorer Sport Dealer: Pierre Auto Group Labor Day Type: Explorer Stock: 271862 Make: Ford	Price: \$44,364.00 Year: 2017 Model: Explorer Mileage: 5	Clicks 1
New 2017 Ford F-150 Lariat Dealer: Pierre Auto Group Labor Day Type: F-150 Stock: 271891 Make: Ford	Price: \$51,809.00 Year: 2017 Model: F-150 Mileage: 5	Clicks 1
New 2017 Chevrolet Tahoe LT Dealer: Pierre Auto Group Labor Day Type: Tahoe Stock: C170564 Make: Chevrolet	Price: \$63,240.00 Year: 2017 Model: Tahoe Mileage: 5	Clicks 1
Used 2016 Dodge Grand Caravan SXT Dealer: Pierre Auto Group Labor Day Type: Grand Caravan Stock: 17365 Make: Dodge RAM	Price: \$17,998.00 Year: 2016 Model: Grand Caravan Mileage: 40428	Clicks 1
New 2017 Ford Edge Titanium Dealer: Pierre Auto Group Labor Day Type: Edge Stock: 171274 Make: Ford	Price: \$35,999.00 Year: 2017 Model: Edge Mileage: 5	Clicks 1
Used 2014 Toyota Prius c Two Dealer: Pierre Auto Group Labor Day Type: Prius Stock: U16965 Make: Toyota	Price: \$14,995.00 Year: 2014 Model: Prius Mileage: 16152	Clicks 1

Testimonial



“The Seattle Times has had tremendous success partnering with WeHaa. In addition to having WeHaa run our Seattle Times Auto site, we have successfully held several automotive promotions that have given us leverage with customers in this highly competitive segment.

We ran three successful digital promotions with WeHaa, focusing on end of month sales for our dealers. WeHaa handled the back end seamlessly, providing landing pages, SEO and Facebook promotion, so that all we had to do was provide the promotion in the Seattle Times and on seattletimes.com.

At the end of each promotion, we were able to show our dealers the traffic that we drove to their sites and the total number of VDP views. In addition, we were able to provide analysis that showed the dealers how many cars they sold off of these promotions.

WeHaa has been a great partner, always offering solutions and helping to make these promotions turnkey.”

Kelly Hulin

Regional Sales Manager

www.seattletimes.com

The Seattle Times



**Your newspaper has created a great brand over the years.
Promotions & Events help you take advantage of your
brand equity and puts the power back into your hands.**

Publishers can earn revenue year-round:

- **CALENDAR EVENTS:** Presidents' Day Sale, Memorial Day, Fourth of July, etc.
- **POPULAR EVENTS:** Black Friday Closeout Event, Tax Return Clearance Event, Tent Sale
- **OUTSIDE-THE-BOX EVENTS:** SUV Sale, Truck Sale, Rev-up the Savings Clearance Event
- **ONGOING PROMOTIONS:** Vehicles Under \$15k, Hot Wheels of the Week

Thank you for your time

Let us know if you have any questions or
would like to get your own promotion in action!

WeHaa.com

