

They shopper your lot online. Now they hear about *that exact car*.

Your shoppers visit a dozen dealer sites before they buy. RIVI rebuilds your audio ad around the exact vehicle each shopper looked at, and Adduro reaches them across streaming TV, audio, and display, from the first search to the service drive.

TARGET

Reach the shoppers actively looking for their next vehicle, and the owners already in your database for service.

In-Market Shoppers

Site Visitors

CRM / DMS

Service Customers

Lease-End & Equity

Conquest Owners

DEPLOY

Reach them across every screen & speaker they use while they shop & drive, from the living room TV to the phone in their pocket.

Streaming TV (CTV)

Streaming Audio

Podcasts

Digital Display

Web & Mobile

Local Programming

MEASURE

Connect ad exposure to real outcomes, from test drives to service appointments, not a panel estimate.

Website Visits

Form Fills

Service Bookings

Test Drives

Phone Calls (CallRail)

Sales

WHY ADVERTISERS USE ADDURO

- ✓ Name the exact vehicle each shopper viewed, with RIVI dynamic audio
- ✓ Reach in-market shoppers before they buy from another dealer
- ✓ Keep owners coming back for service, not just the sale
- ✓ Frequency managed across TV, audio & display so you don't overpay

Reach Customers Across Every Screen & Speaker

Run campaigns across streaming, live and on-demand programming audiences watch & listen to every day.

