

THE AVERAGE  
SHOPPER WILL  
**VISIT YOUR  
WEBSITE 4X  
PRIOR TO  
PURCHASING**  
A VEHICLE FROM YOU.

# TRAFFIC ISSUES

What happens to all the traffic  
you're paying to get to your  
website?

In many cases, **OVER 80%** of 3rd  
party paid traffic abandons your  
site after **1 visit**. That's **8 out of  
every 10** shoppers abandoning  
your site.

You **don't** need to **pay** for **MORE  
traffic**, you simply need to **pay  
for the RIGHT** traffic.



**ATTRACTS &  
RETAINS TRAFFIC**

We attract AND retain traffic to  
your website. Our targeting  
solution ensures we're **driving  
BUYERS** to your site, **not just tire  
kickers**.

**Stop spending your money  
ineffectively and start being  
more efficient.**



888 277 2758



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## ACCURATE DATA

Industry leading shopper data allows us to **target over 90% of in-market customers** across social, display, and even mobile applications.

## CUSTOM CONTENT

**No cookie cutter content** here! Our team creates your ads to deliver your message just the way you like it.

## UNIQUE VIDEO ADS

Target the right audience and deliver your message with unique video!  
**Generate more sales,** branding, and awareness!

**\$1.50**

Average Cost per  
VDP View

**75%**

Rate of Returning  
Shoppers to Site

**3X**

the Engagement for  
Video Ads

**60%**

Rate of Shoppers Visiting  
Multiple VDPs per Session

## DEALER SPOTLIGHT 2020: **HYUNDAI OF COLUMBIA**

Sessions - **7,200**

Ad Impressions - **185,000**

Engagements - **15,000**

Videos Played - **7,000**

Bounce Rate - **20.94%**

Shopper Return Rate - **76%**

Site Conversions - **305**

*"We couldn't be happier with our decision to partner with VIN Logic and we look forward to our future together!"*