



WE **FUEL** DIGITAL ADVERTISINGSM



Target Vehicle Enthusiasts through a Variety of Digital Advertising Formats & Venues

Digital Throttle, LLC
(800) 331-4702
info@digitalthrottle.com
www.digitalthrottle.com

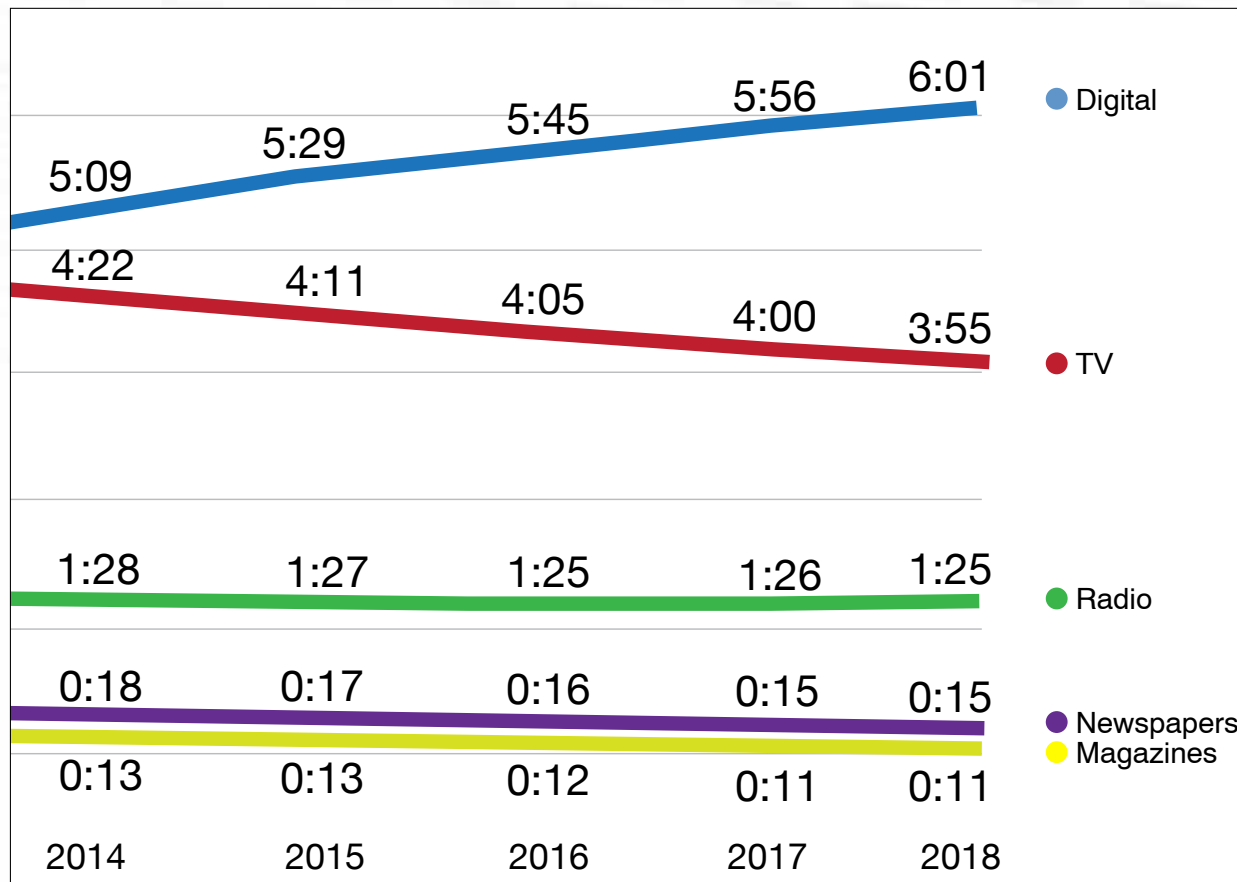
MEDIA USAGE TRENDS

Your Customers are Spending More Time Online



- Digital accounts for more daily media time than TV and 33x that of magazines.
- Over 41% of total advertising spending in 2018 will be digital (TV 35%, Magazines 6.4%).

Average Daily Time Spent Per Day with Major Media by US Adults (hrs:mins)



Source: eMarketer

Why Companies Advertise ONLINE

89% of U.S. Adults use the internet. Those with higher income and college education are nearly at 100%.

U.S. Adults spent 50% of their major media time with digital devices in 2018, up 17% since 2014.

Average time spent daily with media in 2018:

Digital 6:01 hours

TV 3:55 hours

Radio 1:25 hrs

Newspapers 0:15 mins

Magazines 0:11 mins

Advertisers only pay for guaranteed ad views (impressions) and are able to precisely measure results.

Online ads are extremely targeted. Ads target relevant content and known vehicle enthusiasts in your precise geographic markets.

ABOUT US: **FOCUS**

One-Stop Solution to Target Vehicle, Racing & Outdoor Recreation Markets



Advertisers

We help you launch and manage complicated online advertising campaigns across multiple digital advertising platforms. Our “one-stop” solution will save you time and money through multiple and creative advertising options.

Our Business

Founded in 2009, we partner with high-quality, targeted websites and work with popular social media and search advertising platforms. Our systems allow us to target and adjust digital ads in an unbiased manner, ensuring advertising performance is our top-priority.

Why Digital Throttle?

We focus only on vehicle, outdoor and motorsports industries. And we know your business - our entire team has decades of industry experience. Clients love our focus on niche markets while using a large and robust technology platform.



ATV & UTV SITES

Target ads to ATV & UTV enthusiasts with an emphasis on recreation. Also a great target for truck owners.



AUTO ENTHUSIASTS

Muscle cars, performance, tuner & vehicle-specific targets. Also includes restoration, collector & muscle car.



BOATING ENTHUSIASTS

Reach both the avid waterman and casual boater. Reach boat owners interested in all styles, from power and sail to PWC.



DIRT BIKE

Riders of off-road, dual-sport motocross & dual-sport motorcycles. Also includes extensive racing & event coverage.



STREET TRUCK & SUV

Light duty truck & sport utility vehicles. Advertise products for towing, diesel trucks, & customized street truck/SUVs.



4X4 & OFF-ROAD

Serious off-road & 4X4 owners. Reach Jeep-specific, rock crawling, desert racing & other off-roading enthusiasts.



MOTORSPORTS

Reach the professional & amateur racer plus fans. Covers all types of vehicle racing: drag, dirt, oval, motorcycle, & off-road.



MOTORHOME/RV

Class A, B & C motorhomes and towable RV's. Promote both products for the living space, outdoor gear and vehicle performance.



STREET MOTORCYCLE

Riders of street bikes whether street racing or enthusiast. Riders of all types, sportbike, touring, V-Twin and cruisers.



OUTDOOR

Owners of Truck and SUVs while hunting, fishing, camping and shooting. Reach the active outdoor enthusiast.

Site Examples

Hemmings

CycleNews

ZERO TO 60 TIMES

POWERNATION. boatdesign.net

www.StangNet.com

EXPEDITION PORTAL

THUNDER TALK



Adventure Rider
RIDE THE WORLD



UTV
GUIDE.NET

Classic Cars
CDJR

visor
DOWN



OUR TARGET AUDIENCE

Reach Enthusiasts and DIY Male Audience

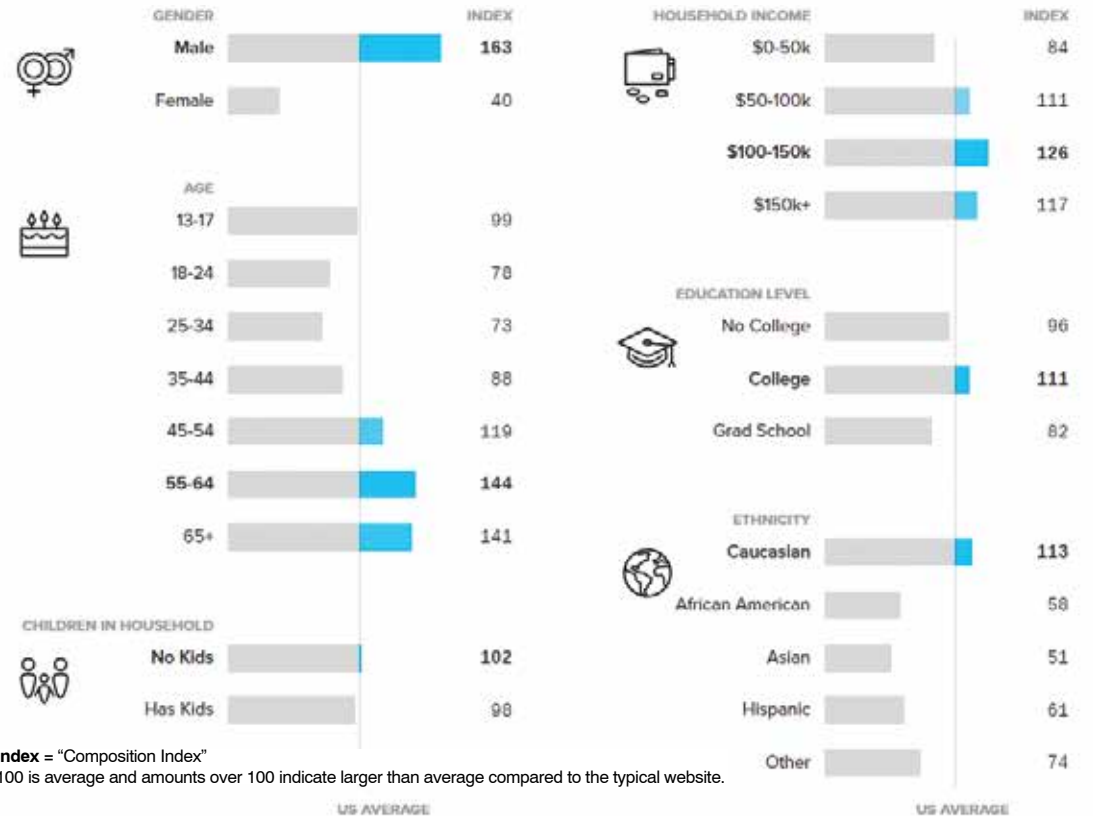


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Sample of Advertising Clients



Demographic



Vehicle - Related Interests

Motorcycles.....	17.0X
Vehicle Maint.....	19.7X
Buying/Selling Cars	22.3X
Sports Cars.....	27.4X
SUV.....	15.1X

Sedans.....	18.4X
Luxury Cars.....	18.3X
Mini Vans.....	26.5X
Hybrid Vehicles.....	8.1X
Vehicle Insurance	3.9X
Transportation News.....	9.7X

Leisure - Time Interests

Motorsports.....	43.7X
Fishing.....	8.9X
Adventure Travel.....	4.1X
Movies/Videos	3.1X

Other Interests

Alcoholic Drinks	2.9X
Fitness.....	3.2X
Remodeling & Construction	4.6X
DIY Home Repair	3.4X
Investing.....	3.5X

"Index" where 1.0X is the average. So a 4.0X is 4 times more likely to be interested in this topic.

Source: Quantcast 8-1-2018



ADVERTISING OPTIONS

Multiple Formats to Match Your Goals



Site Examples

CycleNews



Hemmings

POWERNATION.



boatdesign.net



MCN



The screenshot shows the CycleNews website with several advertising opportunities highlighted:

- High Impact:** A large banner on the left side of the page featuring a motorcycle and the text "THE ALL-NEW LOW RIDER'S".
- Display Banners:** A red box points to a banner for "OWN IT FIND OUT HOW" and "HONDA Financial Services".
- Native:** A red box points to a sponsored content section titled "SPONSORED CONTENT" featuring a video of a pickup truck.
- Video Pre-Roll Video Outstream:** A red box points to a video player on the right side of the page.

Search

The screenshot shows a search result for "BILSTEIN Air Suspension Module | 100% New & Original Quality". The result includes a link to the product page, a description of the product, and a list of related products.

Facebook®

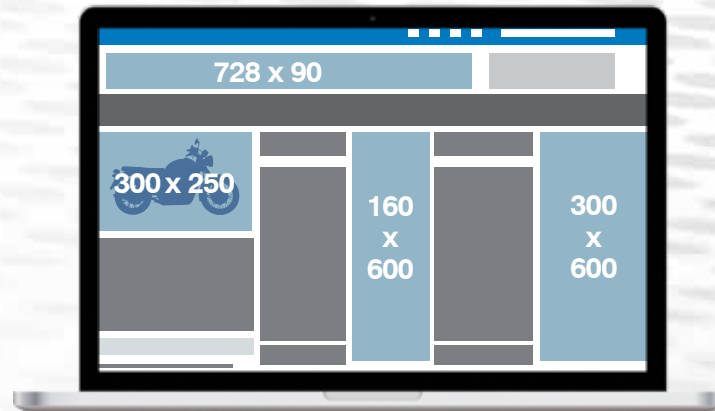
The screenshot shows a Facebook post from "Truck Videos" with a video of a truck. The post includes a description of the video and a link to the full video.

DISPLAY BANNER ADVERTISING

Supply Your Own Ads or We Can Design For You



Examples of Ads We've Designed for Clients:



Banners are displayed in these four sizes.



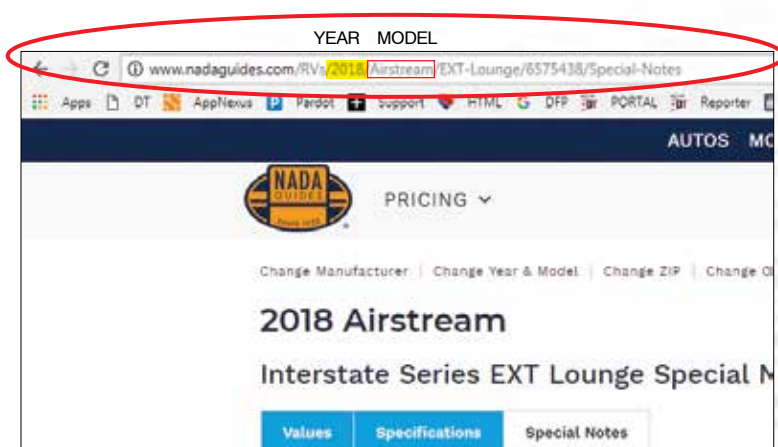
ADVANCED TARGETING

Additional Methods to Focus Your Ads



Domain Query Targeting

Find more detailed pages on a site using its URL structure. Great solution for year, make and model of specific vehicles or topics.



Keyword Targeting

Our Keyword Targeting places your ads on web pages with a strong concentration of relevant words and phrases on targeted sites.



Our system looks for "clusters" of keywords and ranks pages based on matches to our proprietary Keyword Segments

Person Targeting



Vehicle Make

Vehicle Model

Vehicle Type

Part Family

"Keyword targeting allowed us to zero-in on very specific pages for our product launch"

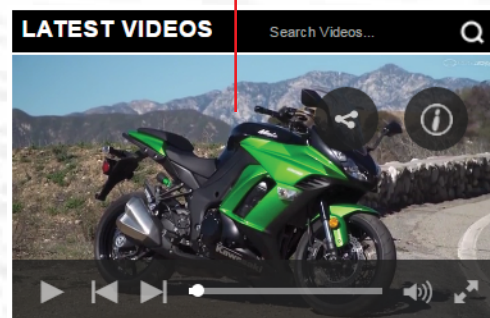
VIDEO ADVERTISING

Pre-Roll and Outstream Advertising for :15 & :30 Spots

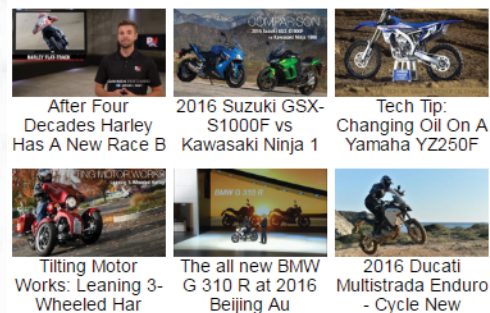


Videos appear on any device, including desktop, mobile & tablets

PRE-ROLL Video ads appear only after a user has clicked to watch



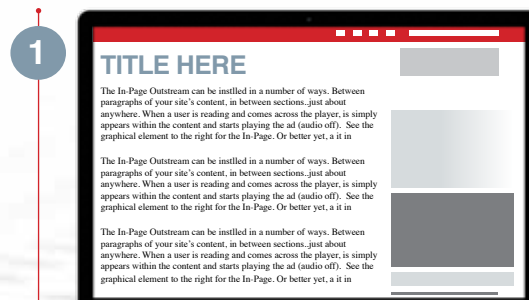
Kawasaki's Ninja 1000 faces a direct challenge in 2016 from Suzuki's all-new GSX-S1000F. Practical and affordable, we've been eager to compare the two side-by-side where their similarities and differences were revealed out on the open road.



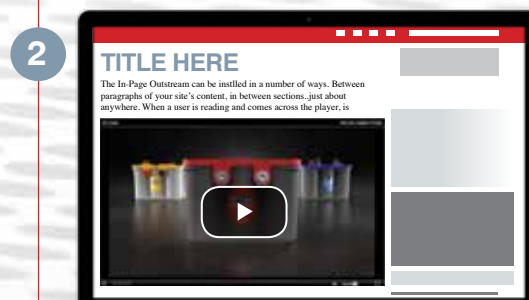
Repurpose your TV commercials or produce web-only video pre-roll.

Pre-roll advertising is both a superior branding & response ad format.

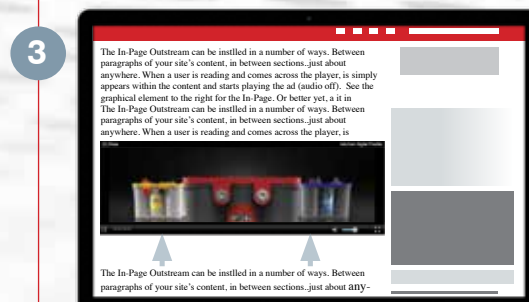
"We've been running TV commercials for a few years now. It's great to use the same ads in our targeted online campaigns."



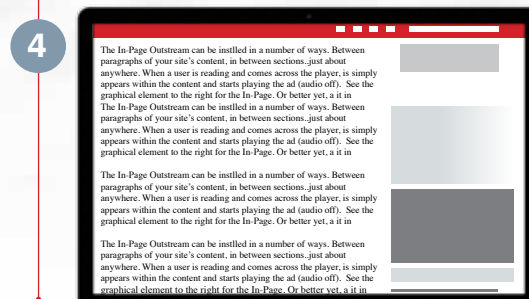
As the site visitor reads through an article or scrolls down the site, the Outstream ad appears between paragraphs or sections on the site.



When more than 50% of the Outstream player appears within the display, the ad starts muted. Only when the user mouses over the player will sound play. The user can also close the ad if desired.



The Outstream video automatically collapses from view when either the ad ends or the user closes the ad.



The Outstream player closes and disappears from view and the lower section of the site moves up to its normal position.

HIGH IMPACT

Highly Visible & Dominant Advertising



Like traditional online ads, High Impacts can be:

1. Purchased on per-impression basis
2. Geographically targeted
3. Limit the number of impressions per user ("frequency cap")
4. Third-party measured

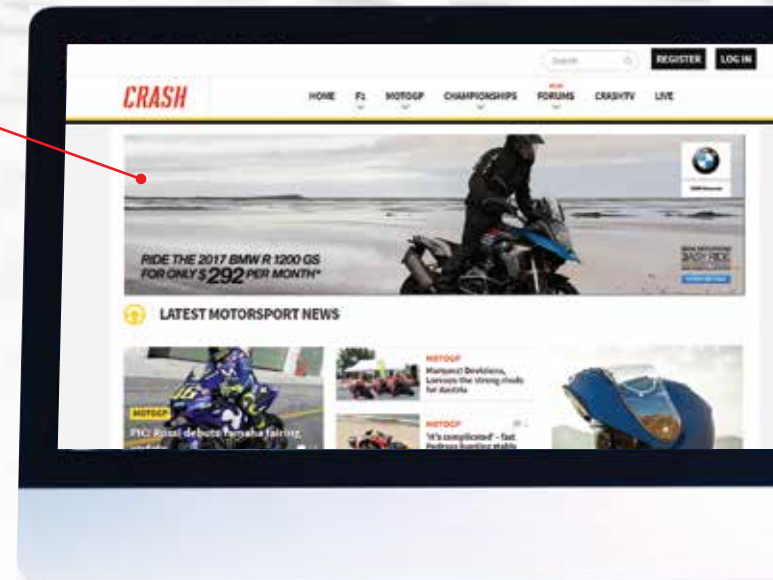


Floating Footers appear at bottom of sites that don't have open space on left and right. Also appear on tablet devices.



Side Skins appear on desktop PC's when a site has blank space on the left and right.

Site Billboard appears at the top of sites. Appears on both desktops and tablets.



"High Impact ads give us a premium sponsorship-like position across many sites. They've been great for our promotions and new product launches"

NATIVE ADS

Ads Served Within the Editorial Feed



Native ads look like editorial content and allow you to place your product, message or video within the editorial stream.

Articles get placement throughout the sites' main pages to drive people to open and view your dedicated editorial page.

You provide the content for your editorial page. Editorial pages include your ads and Social Media feeds.

Benefits of Native Ads

1. Tell the story in your words
2. Ensure product coverage
3. Increase product video views

Native:

The new method for Press Releases, Video and Magazine editorial



"Native ads allow me to expand the reach and extend the life of past editorial reviews."

1 Your image and headline gets placement in the main site rotator at the top of main pages.

2 Your image and headline also get placement in the "Latest News" feeds of the main pages.

3 The user opens a dedicated editorial page that includes your provided text, images and video. Article page includes your ads and Social Media feeds.



SOCIAL MEDIA ADVERTISING

Our Editorial Publications Sponsor Your Message



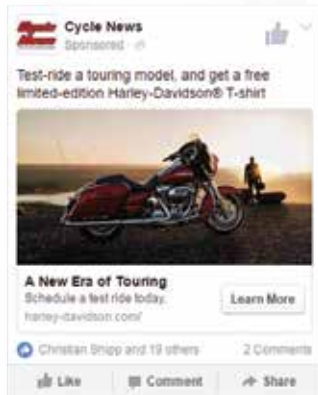
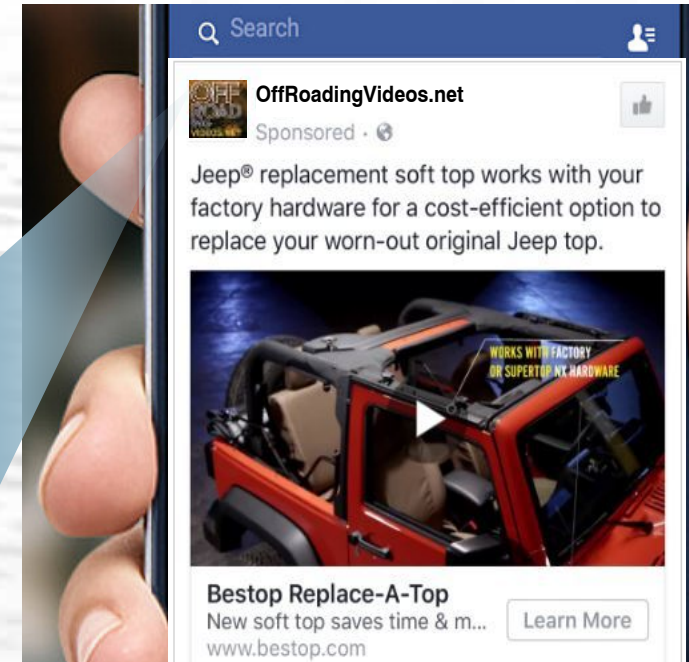
Mobile is Our Focus

85% of all Facebook Traffic is on Mobile

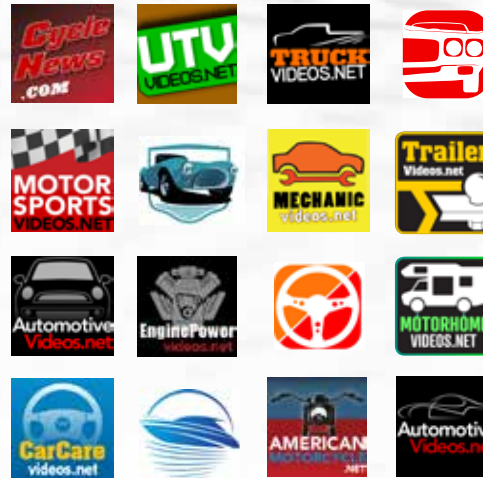


Third-Party 'Editorial' Supported

Your social ads are presented by one of our niche editorial publications.



Editorial Publications



"Facebook® advertising is complicated and I don't have time to manage it. Digital Throttle are experts, manage it daily and add custom targeting"

While our editorial team will not "endorse" your product or promotion, the social ad will be "Sponsored" by the related editorial publication.

The consumer will view and consider the ad more as information & education instead of a "hard sell" from an advertiser.

RETARGETING

Stay in Contact with your Website Visitors

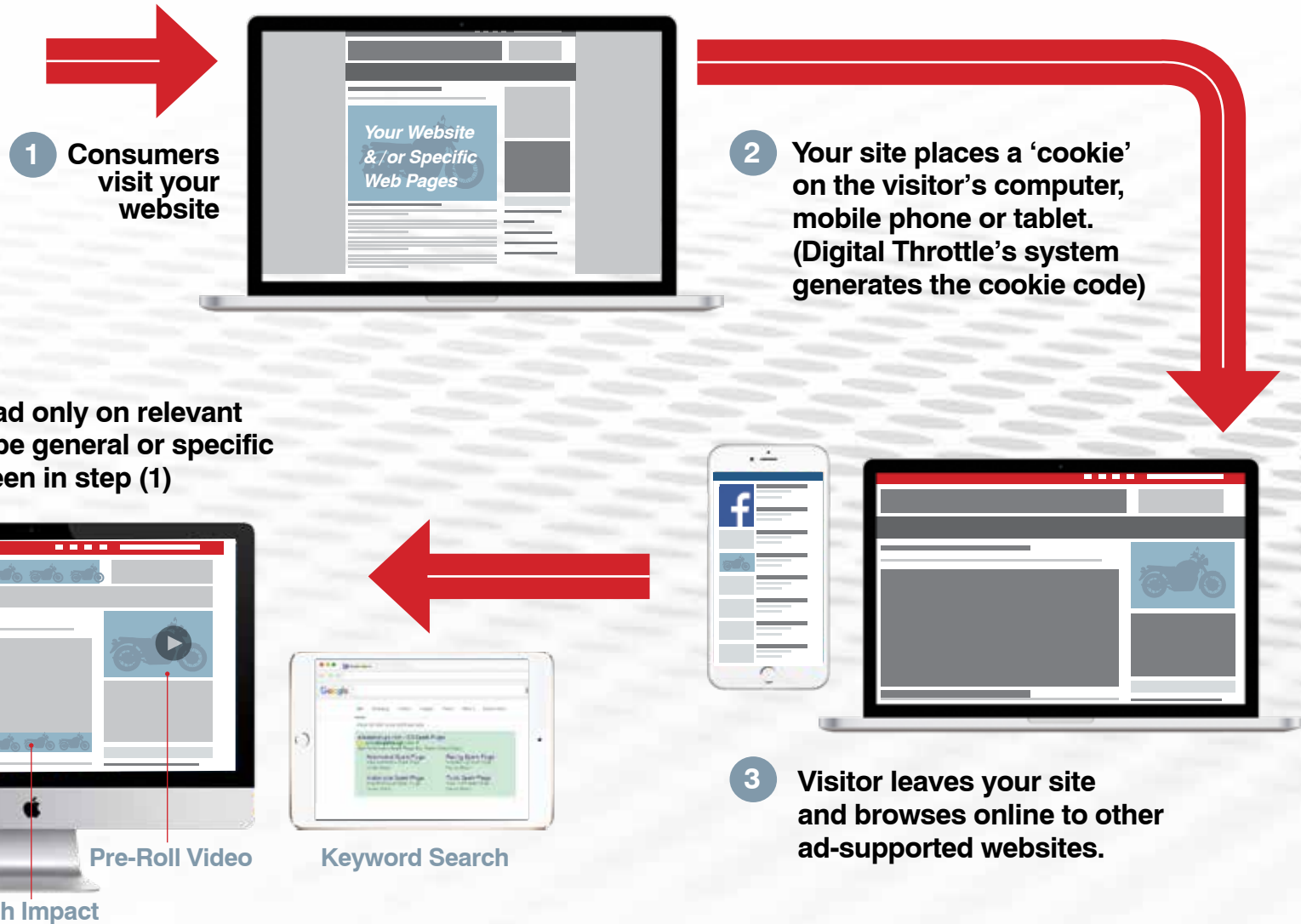


The Challenge:

Very few of your website visitors take immediate action on their first visit. Without RETARGETING, your past site visitors will quickly forget you.

The Solution:

Use Digital Throttle Retargeting to remind, repeat and reinforce your advertising messages. Our service locates people who have recently visited your website and shows them targeted advertisements on relevant websites, social platforms and search results.



"Our website is the primary sales & marketing tool. Retargeting is like a 'virtual' mailing list we can use for future promotions & to stay in touch with past site visitors"

PAID SEARCH

Compliment your Display and Social Media Advertising



Summary

Most online advertising is prospecting; displaying graphical ads to people on targeted websites. On the other hand, Search Advertising helps you find people actively looking for products and services similar to your own. When combined together, Search and Display Advertising are a powerful combination.



+



Display Ads

Social Media Ads

Awareness

Branding

Educating

Influencing

Act

Top Reasons to Use Paid Search:

- Over 3 Billion searches a day are made
- Users searching are close to buying soon
- Views of your ads are free – you only pay for clicks
- Immediate results - unlike SEO which takes time to build
- Great way to test out phrases; a test for marketing



Search

BILSTEIN Air Suspension Module | 100% New & Original Quality

www.bilstein.com

Stick with the original. Keep away from remanufactured air suspension modules.

Find a BILSTEIN Product

Find an air suspension module for your specific vehicle.

Find BILSTEIN Expert

BILSTEIN products available through online, retail or local installer

BILSTEIN Technology

World's leading auto brands trust BILSTEIN for a reason. Learn more.

Spring and Damper Tech

Suspensions are complex. Visit this section to learn more tech details

How's It Work?

Step 1. We work with your team to identify key words and phrases associated with your products and/or promotion

- Can also exclude words and/or phrases
- Can also include competitor or complimentary brands and/or products

Step 2. We research and report the expected volume of searches for words identified in Step 1.

Step 3. We research and report the estimated cost per click (CPC) for the words from Step 1.

Step 4. We present a monthly budget using information from Steps 1, 2 and 3.

Step 5. We build out a series of Text Ads that are displayed to the user when a matching search is found. We work with you to ensure the clicks are sent to the appropriate landing page on your site.

Step 6. We actively monitor the campaign, optimizing to generate the most clicks at the optimal cost per click (CPC)

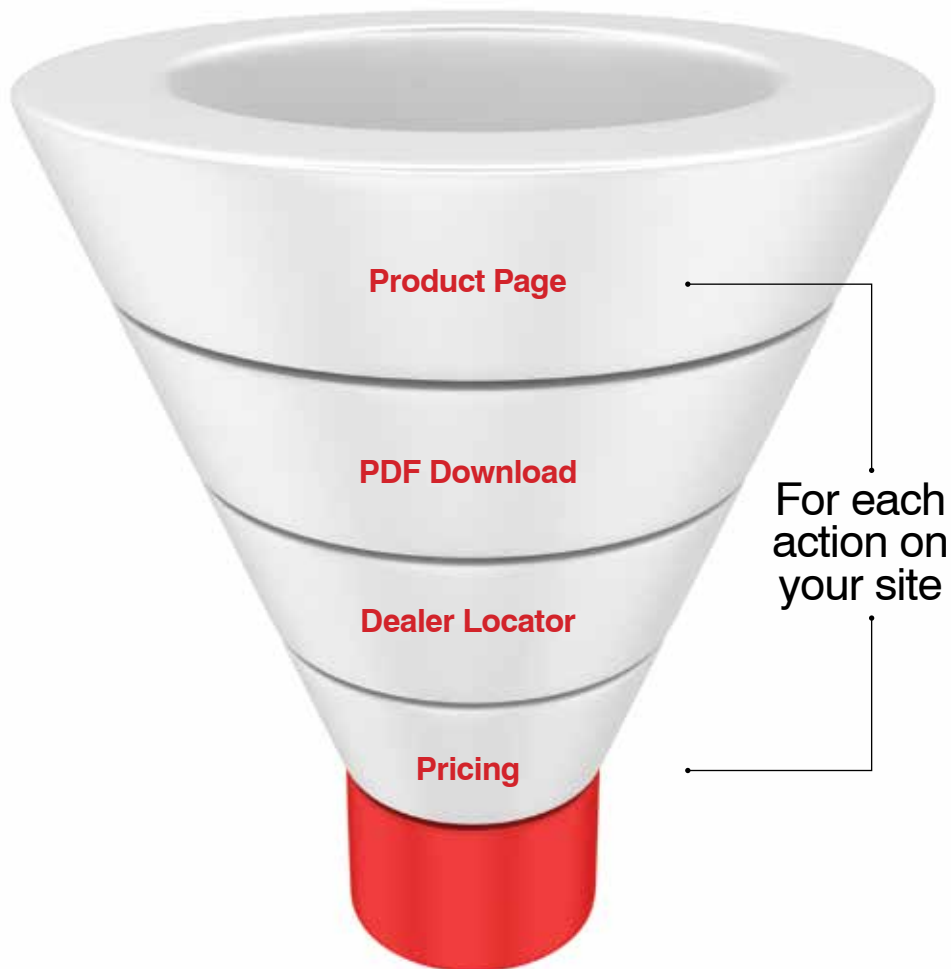
"When combined together, online display advertising and search advertising make a powerful combination"

CONVERSION TRACKING

Is Your Advertising Producing Results?



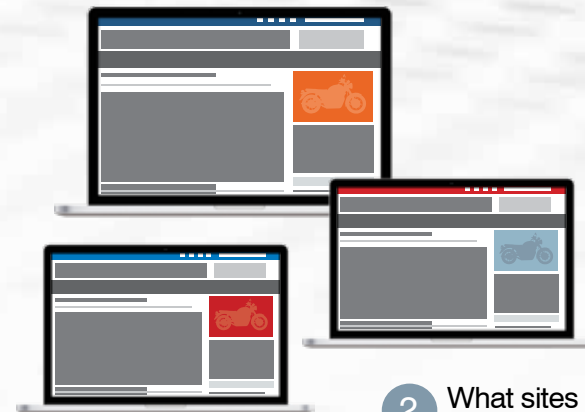
How many people that clicked or viewed my ads went to these pages of my site?



"Conversion tracking allowed us to see that many people visited our site after simply viewing an ad. Clicks don't tell all the story"

1

How many visitors viewed or clicked on the ads?



2

What sites and which ads produced the best conversions?

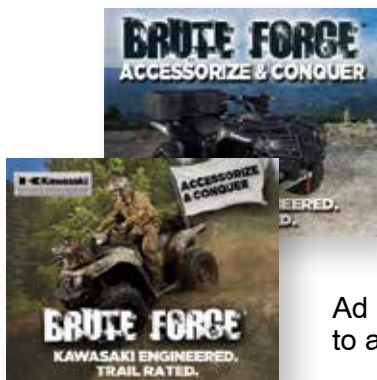
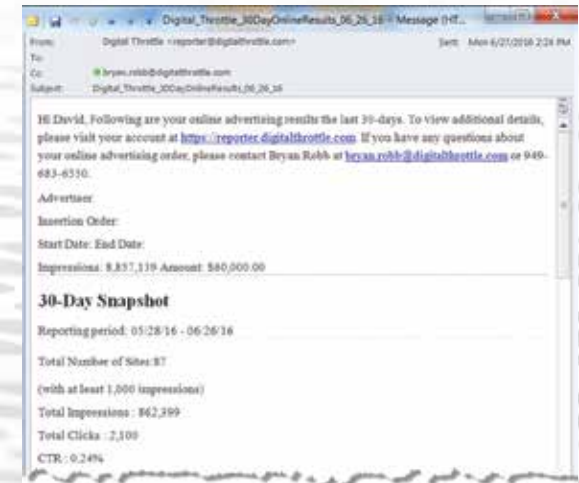


ONLINE REPORTER

View Site and Ad Results Anytime, from Any Device



Schedule Email Alerts



"Your reporting is unlike anything we've seen. I no longer need to chase down my rep for reports. And you summarize data so easily – no more complicated Excel reports!"

Ad + Site results allow Digital Throttle to actively OPTIMIZE your online campaigns.

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