



AutoNet Acquisition Program (AAP)

AAP combines the leading source of active in-market auto shoppers' data (AutoNet Select) with an integrated multichannel messaging program to deliver time-sensitive offers to prospects and customers actively looking for their next vehicle.

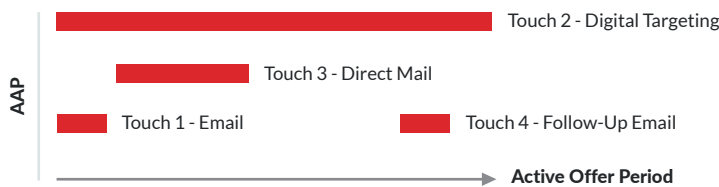
AutoNet Select Data

AutoNet Select delivers the strongest shopper audience by integrating our best-performing data attributes. Taylor's AutoNet Select combines strategy and dominant AutoNet data elements, such as in-market shopping triggers, vehicle make/model shopped, purchase intent, mobile locations, shopper demographics, psychographics, and propensity and affinity modeling – all to ensure you identify your best active shoppers.

Integrated Multichannel Messaging

As a leading provider of print, direct mail and digital marketing services, Taylor makes buying, coordinating and integrating cross-channel communications campaigns easy.

Engage with active automotive shoppers as soon as they are in-market.



With the AAP "Always On" approach, Taylor can ensure your messages and offers are served when a consumer is actively shopping and continues to serve a consistent and personalized message throughout the automotive purchase journey. Because all of these services are provided by Taylor, we can streamline the process and make it cost-effective.

Sample Program Pricing

Data, Direct Mail, Email and Digital	\$1.54 per shopper
Data, Direct Mail and Email	\$1.21 per shopper
Data, Email and Digital	\$0.76 per shopper
Data and Direct Mail Only	\$0.86 per shopper
Data and Email Only	\$0.29 per shopper

**Pricing based on 3 month (60,000 record/month) minimum commitment*

- Direct Mail**
 6" x 9" postcard with postage
- Email**
 Two email touches with two email versions
- Digital Display Ads**
 Approximately 20 display ads per active shopper

Learn More

Please contact your Taylor representative for more information.