



**Everychannel
Media Buying**

POWERED BY *mediaocean*

Automotive Solutions for Today's Everychannel Media Landscape

The challenge in today's automotive landscape is finding the ability and resources to efficiently target, engage, and capture the right consumers at the right time. But it's more difficult than ever to find strategic media partners with the experience and expertise to develop effective and efficient media plans that stretch your dollars further across everychannel.

At MBuy, we leverage our best-in-class technology, our passion for smart data, and our automotive expertise to help you establish and accelerate awareness as a top-of-mind dealership. By layering proprietary, third-party, and your brand's historical data, we enable you to seamlessly connect with your target market across every channel, on every device, and in a meaningful way.



AUTOMOTIVE EXPERTISE

We know your industry and understand your goals. Whether working with a dealership on a targeted digital campaign to generate interest among potential new car buyers, or negotiating with television stations in regional markets, we have a proven record of increasing dealership awareness and influencing intent to purchase. We identify the right media mix for each client and that's what makes MBuy the go-to media solution for dealerships across the country.



THE POWER OF PARTNERSHIP

Leverage our proprietary access to best-in-class research, data, technology, and inventory solutions in your next multi-channel campaign to drive big results and meet the challenges of an evolving media landscape. There's no one size fits all solution and we're committed to finding the best opportunities for you and your clients to receive unmatched results.



FLEXIBLE AND SCALABLE TO MEET YOUR NEEDS

Our partnership options are custom and flexible to your needs. Whether we're teaming up with your existing agency to bolster their digital capabilities, or with you as a full-service media buying partner, we are here for you today and for the road ahead.