

**November 2024**  
**NATIONAL PARTS & SERVICE**  
**TIER 1 MARKETING SUPPORT**



**Service Centers**

## November Battery Event

**Display (Mobile and Desktop) Media, Custom High Impact, Video Media, Search Media, Social Media, & OCP**

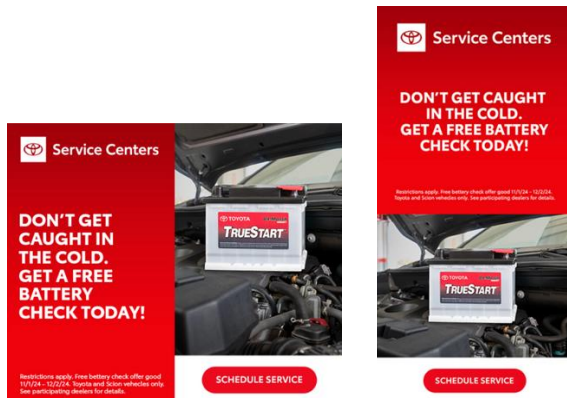
Target:

- Toyota 1P Predictive Audience
- Amazon 1P Garage
- 2P Custom Intent
- Site Retargeting

Tactic:

- Display, Video and YouTube via DV360
- Fire Tablet Wakescreen Takeover across Amazon
- IBM's Integrated Weather Marquee

Creative (Digital Banners Units)



Video Creative

Creep 2 (:15) and Need That Back (:06)



Digital Partner



Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring text ads via Search
  - This will be utilized during Sales Event period in November
- All will click-thru to respective Owners page
- Geotargeting set to include all zip codes that are opted-in to offer; Zip codes that are not opted-in will receive evergreen messaging instead
- Use of General Search Ads
- Targeting:
  - CRM > Current Toyota Owners
  - Remarketing > Previous Site Visitors
  - In-Market Audiences > Auto & Vehicles

Search Partner:



**Social Media:**

Target:

- Raise awareness for TrueStart Batteries so owners will want to purchase batteries at their local Service Center

Tactics:

- Image and video ads
- Native ads will be visible within owners' Newsfeeds with the intention to build awareness of batteries for upsell during next service visit

Digital Partners:



**Owner Communication Program**

**November 2024 Battery Check Event Emails:**

- Dealers enrolled in OCPe that have opted-in will have two Dealer branded Battery Check Event emails sent on their behalf:
  - Launch email: November 1, 2024
  - Reminder email: November 15, 2024
- TMNA will send emails targeted to VINs that fall within the top tier of a propensity model developed by ITX Data Team, comprised of owners that indicated the highest propensity to purchase batteries in November
- If a Dealer would like to purchase additional Battery Check Event VINs within the propensity model (Optional OCPo), the Dealer may coordinate with their National Business Partner (RAPP)

**Email and Direct Mail Creative Samples:**

## Wiper Awareness

### Display (Mobile and Desktop) Media, Custom High Impact

#### Target:

- Toyota 1P Wipers Predictive Audience

#### Tactic:

- Custom High Impact Unit via IBM's Integrated Weather Marquee

#### Creative (Digital Banners Units)



#### Digital Partner



#### Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring general search.
- All will click-thru to respective aftersales pages on Owners
- Use of General Search Ads
- Targeting:

- CRM > Current Toyota Owners
- Remarketing > Previous Site Visitors
- In-Market Audiences > Auto & Vehicles

Search Partner:



## Service Center Branding

### Display (Mobile and Desktop) Media, Video Media & Search Media

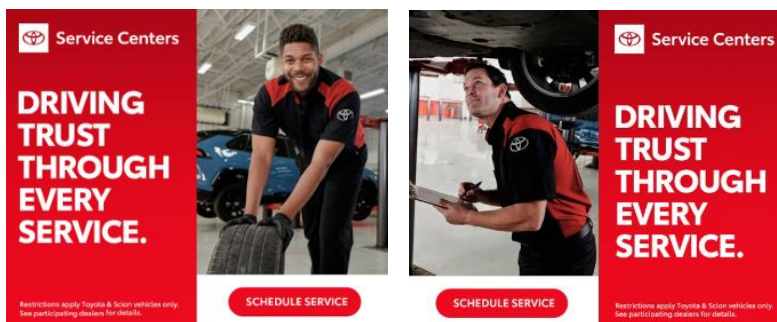
Target:

- Toyota Owners Predictive Targeting
- Site Retargeting
- 2P Custom Intent

Tactic:

- Standard Display and Video via DV360

Creative Digital Banner Units:



:06 & :15 Pre-Roll Videos:

Need That Back (:06) and Sushi (:15)



Digital Partner:



Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring general search.
- All will click-thru to respective aftersales pages on Owners
- Use of General Search Ads
- Targeting:
  - CRM > Current Toyota Owners
  - Remarketing > Previous Site Visitors
  - In-Market Audiences > Auto & Vehicles

Search Partner:



# Toyota Express Maintenance Support

## Display (Mobile and Desktop) Media, Video Media, Search Media, & Social Media

### Target:

- Toyota Owners TXM Predictive Targeting
- Site Retargeting
- 2P Custom Intent

### Tactic:

- Standard Display and Video via DV360

### Creative Digital Banner Units:



### :06 & :15 Pre-Roll Videos:

Need That Back (:06) and Creeper 2 (:15)





Digital Partner:



Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring general search ads
- All will click-thru to TXM page on Owners
- Use of General Search Ads
- Evergreen ads speaking to TXM Support
- Updated TXM zip codes layered with targeting:
  - CRM > Current Toyota Owners
  - Remarketing > Previous Site Visitors
  - In-Market Audiences > Auto & Vehicles
  - Affinity Audiences > Auto Enthusiasts, Outdoor Enthusiasts, Performance Vehicle Enthusiasts

Search Partner:



**Social Media:**

Target:

- Toyota owners who live near a service center that offers Toyota Express Maintenance and are due for a maintenance visit.

Tactics:

- Photo and video link ads
- All will click-thru to [TXM page](#) on Owners

Digital Partner:



## Tire Rebates

### Display (Mobile and Desktop) Media, Search Media, & Social Media

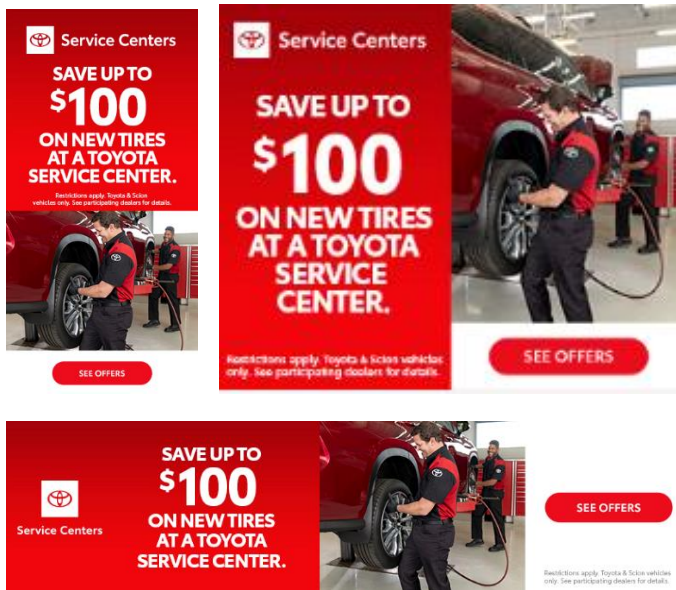
#### Target:

- Toyota Owners In-Market For Tire

#### Tactic:

- Standard Display via DV360

#### Creative (Digital Banners Units)



#### Digital Partner



Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring general search tactics
- All will click-thru to respective Tire Center page
- Use of General Search Ads
- Targeting:
  - CRM > Current Toyota Owners
  - Remarketing > Previous Site Visitors
  - In-Market Audiences > Auto & Vehicles

Search Partner:



**Social Media:**

Target:

- Toyota Owners with a high propensity to change their tires in the month of November

Tactics:

- Image and video link ads
- Drive owners to the new Toyota Owner's landing page to find a dealer to purchase tires and take advantage of the rebate offer

Digital Partners:



# ToyotaCare Support

## Display (Mobile and Desktop) Media, Video Media, Search Media, & Social Media

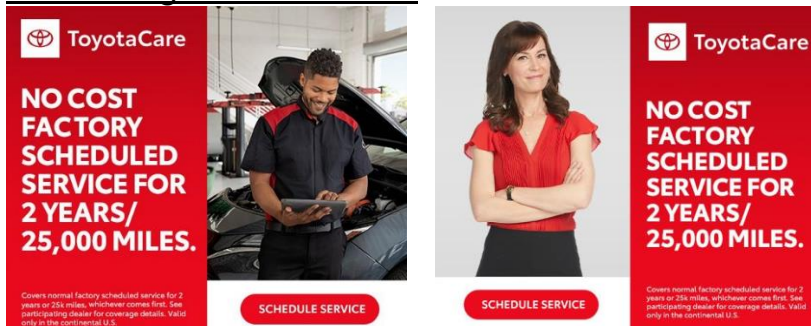
### Target:

- Target owners of a new Toyota (0-2 years)
  - 1P Toyota Owners
  - 1P Site Retargeting

### Tactic:

- Standard Display and Video via DV360
  - Includes YouTube Trueview
  - Includes CTV
- High Impact Units via DV360 Wunderkind PMP
- High Impact Units via DV360 PadSquad PMP

### Creative Digital Banner Units:



### Video Creative:

Sushi (:15) and Creeper 2 (:15)



Digital Partner:



Search Media:

- Google, Bing will maintain over consistent coverage across search interest demand, including desktop and mobile devices, featuring general search responsive ads and Google Discovery ad format
- General Maintenance Plans page will click through to Maintenance Plans page on T.COM
- ToyotaCare branded campaign will click-thru to ToyotaCare page on T.COM
- Use of General Search and Discovery Ads
- Maintain evergreen ToyotaCare Support ad copy
  - Remarketing Audiences > Previous Site Visitors
  - CRM > Current Toyota Owners
    - All keywords utilizing CRM list are ToyotaCare branded specific
  - Google In-Market Audiences

Search Partners:



**Social Media:**

Target:

- Toyota owners within their first two years of vehicle ownership.

Tactics:

- Photo and video link ads
- All will click-thru to [ToyotaCare page](#) on Owners

Digital Partner:



## Collision and Wholesale Parts Support

### Target:

- Collision and Mechanical Independent Repair Facilities, who are repairing Toyota vehicles & selling Toyota wholesale parts.

### Tactics:

- Dealer Ad Builder tools (available on ToyotaPartsAndServiceHub.com)
- Wholesale Parts Pricing tools (available on ToyotaPartsAndServiceHub.com)
- Email & e-Newsletter Blasts
- Custom Content Articles
- Email & Online Display Ads

### Media Partners:

