

THE CAR OF THE FUTURE
IS READY TO GO.



SPOTiCAR BEST USE OF DATA





NOT KNOWN

LIMITED BUDGET

UNEQUAL DIVISION OF POS

CAR



AWARENESS

A woman with curly hair, wearing a light-colored sweater, is leaning into the open driver-side door of a teal car. The car is parked in front of a modern building with large glass windows. A sign on the building reads 'FLYCAR'. The sky is a mix of blue and purple, suggesting dusk or dawn. The text 'UBER GEO TARGETED DATA STRATEGY' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

UBER GEO TARGETED DATA STRATEGY

VIDEO

OOH

WAZE

SEA

MAGAZINES

NEWSLETTER

PROGRAMMATIC



RESULTS





+10% AIDED AWARENESS

+209% SALES

+143% NAVIGATIONS

X2 SEARCH QUERIES

**WHY DO WE
DESERVE AN
AMMA AWARD?**

SPOTICAR

500

WELL THOUGHT DATA STRATEGY

NEWEST KID IN TOWN

FANTASTIC RESULTS

ONE TEAM



THANK YOU

