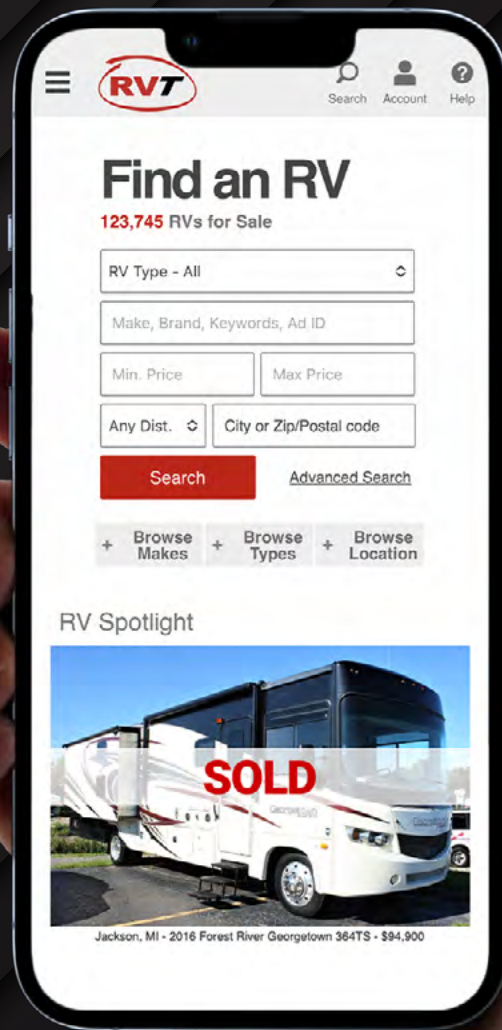


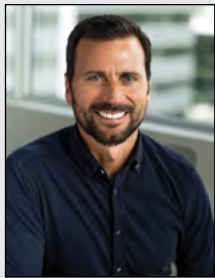


# 2023 Media Planner

A Step-By-Step Guide to Optimizing your RV Advertising



Trusted by Dealers.  
Trusted by Buyers.



“RV Buyers are continuing to choose RVT.com as a top source for finding their next RV. Our mission is simple, we connect RV Buyers to Sellers, and our commitment to RV Dealers remains unchanged: generate more leads, so that you can make more sales.”

**Shawn Friesen**  
VP of RVT

**Our Goal:**

**Connect**

RV Buyers to Sellers.

**Compel**

Buyers to Take Action.

**Convert**

More Leads = More Sales.


 **23.6 Million**  
RV Listing Views / year


 **3.0 Million**  
Buyer Connections To Sellers / year

 **Over 22,000**  
Leads To Dealers / mo.

**Why Advertise with RVT?**

 **Over 20 years in the RV industry** - trusted by hundreds of RV dealers and MILLIONS of RV Shoppers.!

 **Volumes of high quality leads** generated each month from millions of in-market shoppers

 **Boost your RV sales** by taking advantage of RVT's comprehensive suite of RV advertising products.

 **Flexible inventory listing packages** built for Dealerships of all sizes

**Other ways we can help you:**

 **Education**

 **Training**

 **Professional 1-on-1 Consultations**

\* Source: Google Analytics, RVT Admin. up to Oct 30, 2022

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# RVT's Audience

## Your Next Buyer

# 854,800

Unique RV Shoppers / month

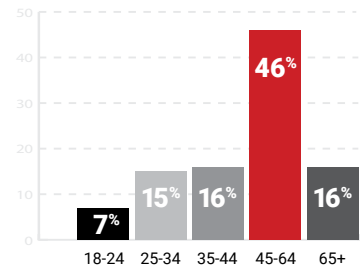
The RVT Audience is made up of:

- Every age group from Millennials to 65+.
- First-time and seasoned RVers.
- Every lifestyle from day-trippers to full-timers.
- All income levels.
- All areas of the US and Canada.



**61%**  
of RVT visitors are male

**39%**  
of RVT visitors are female

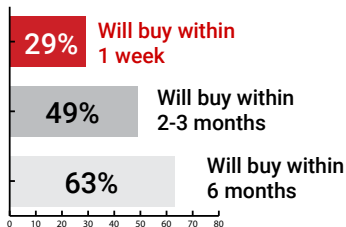


Most RVT visitors are ages 45-64, making up 46% of our audience.

### Purchase Intent

To understand our Audience's intent to purchase, we surveyed current RV Shoppers on RVT.

Of the Buyers who indicated a purchase time frame:



### Top Searches On RVT By Class:

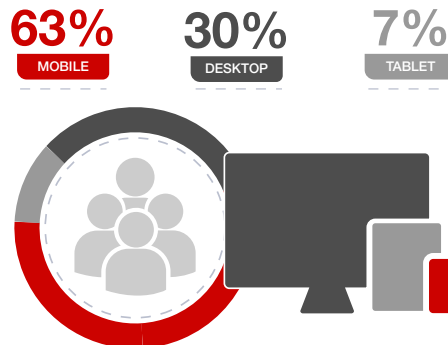


**30%** | Class A  
**25%** | Travel Trailers  
**18%** | Class C  
**27%** | Other

### Target RV Shoppers By:



City  
Region  
State



A majority of RVT visitors browse the website on a **mobile device**.

RVT is mobile-optimized for an exceptional customer UX, making it simple for RV shoppers to browse and find their perfect RV.



RVT takes the guesswork out of RV advertising.

We make it easy for you to quickly and effectively set up your dealership's advertising, so you can get back to the business of selling RVs.

# 1

## Step ONE List Your Units for Sale

**23.6** Million  
RV Listing Views / year

Over **22,000**  
Leads To Dealers / month

### Classified Listings

Quick and easy to set up, your listings are your first introduction to your buyer. Dealers who list units on RVT enjoy a healthy share of over 22,000 leads we distribute – every month.

#### More leads = more sales!

- Fully showcase each unit in your inventory
- 30 photos per listing included
- Video & VR 360 ready
- All inventory data feeds accepted

#### List Your Inventory on RVT Today!

### RVT's Pro-active Lead Followup system

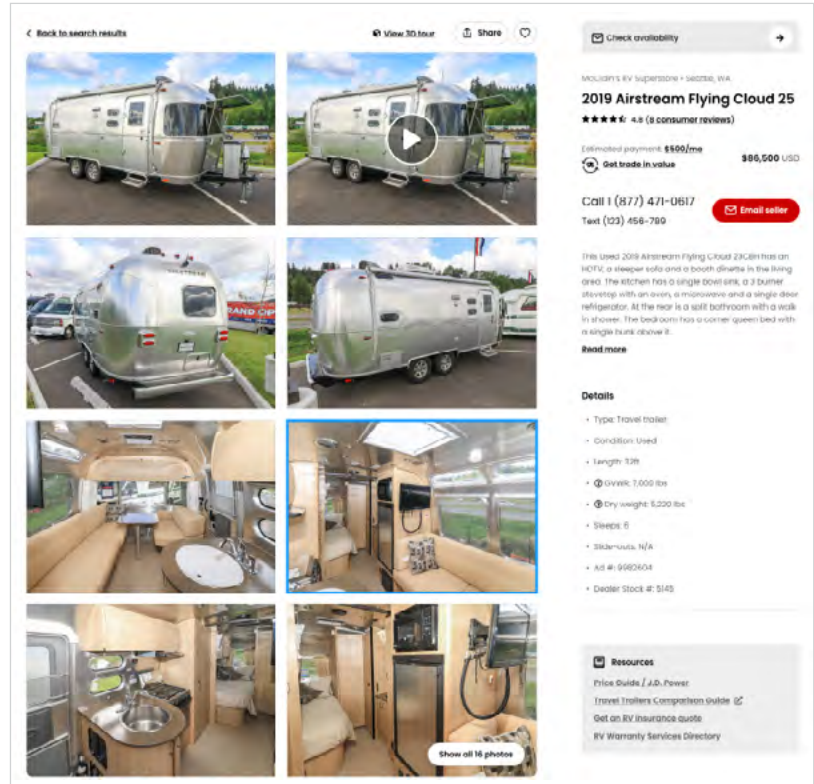
Our AI agent, 'Laurie', keeps your leads warm **at no cost** to you.

*"Hi James: I noticed you inquired about that 2022 Newmar Dutch Star 4328 through RVT. Did Sonny's RVs reach out and connect with you? Is 845-800-5555 your best number during the day? Wishing you well! Laurie"*

Laurie | RVT's AI Agent

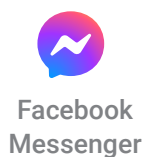
*"Hi Laurie: Please have them call me tomorrow at 800-555-1212. Thanks."*

James / Woodstock, NY



### Connect Online with Buyers

Add your online meeting options to your RVT listings, including:



# 2

## Step TWO Boost Your Visibility

### On the Homepage

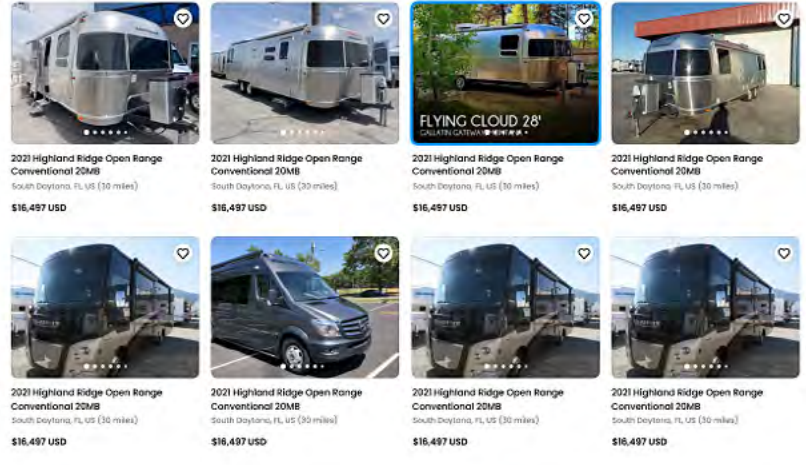
### Homepage Featured Listings

Want more Buyers looking at your inventory? "Feature" your units with these often-clicked Homepage Featured Listings.

**National:**  
**57%**  
more Views/unit\*

**Regional:**  
**58%**  
more Views/unit\*

### ▼ Homepage

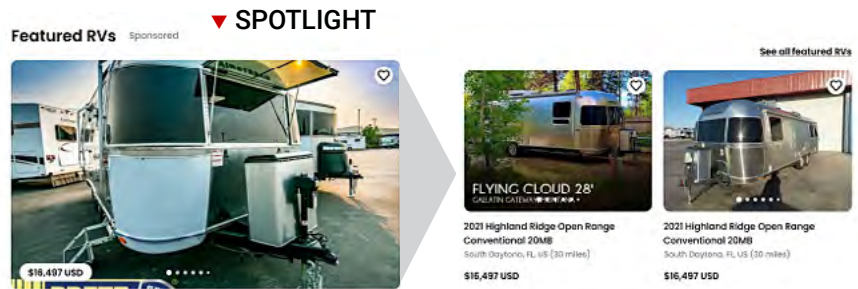


### SPOTLIGHT Featured Listings

9x larger than regular Homepage Featured Listings, this jumbo SPOTLIGHT position on the high-traffic homepage of RVT can give your unit over 2X more Listing Views.

**National:**  
**60%**  
more Views/unit\*

**Regional:**  
**42%**  
more Views/unit\*



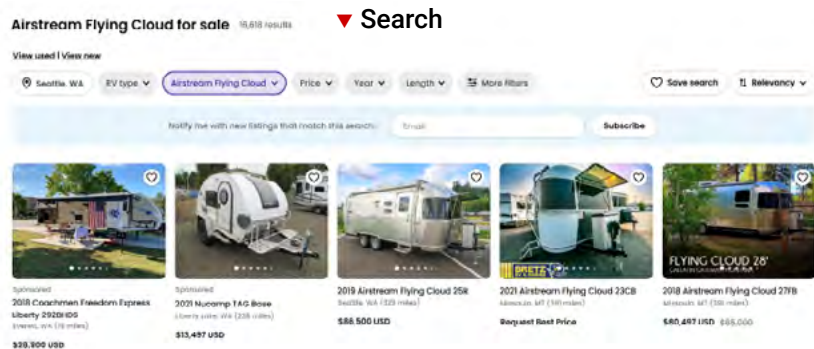
### On the Search Results Page

### Search Featured Listings

Search Featured Listings give your ads "above-the-fold" exposure, resulting in more clicks!

**National:**  
**214%**  
more Views/unit\*

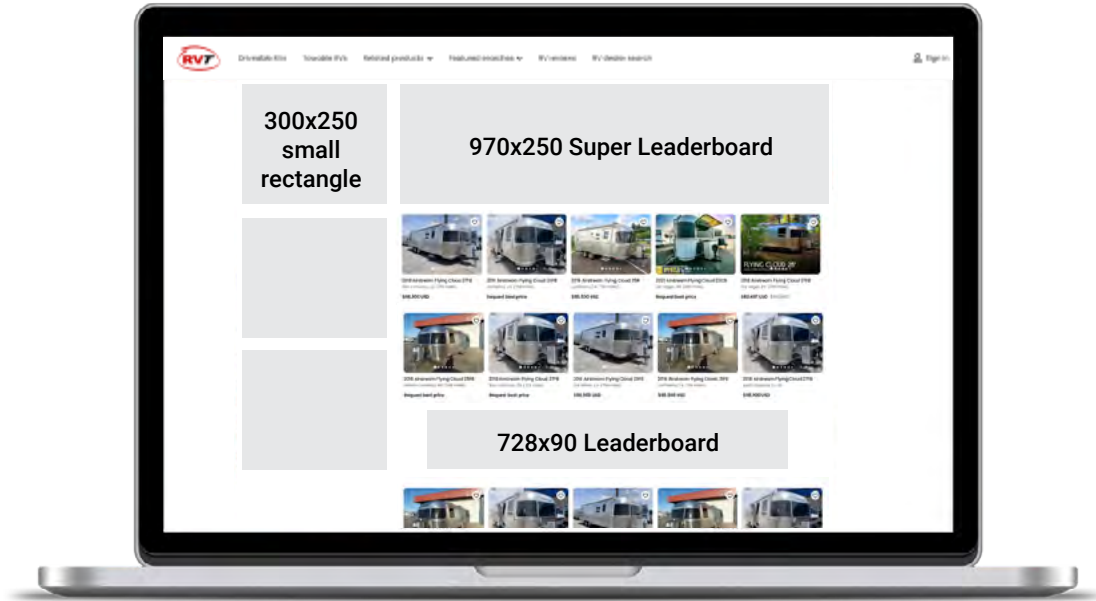
**Regional:**  
**70%**  
more Views/unit\*



\*Than the average classified listing.  
Google Analytics, RVT admin. Oct 1, 2020 - Sept 30, 2021

# 3

## Step THREE Grab Buyer Attention



### Advertise Your Dealership

to In-Market Buyers

Grab the attention of buyers in your target market with **Digital Display Advertising** on RVT.

Use your branding elements (e.g. logo, slogan, colors etc.) in your display ads for a high-impact connection with buyers, building trust and recognition.

#### Packages

Contact us to customize a package for you.

### We Reach Your Precise Target Audience

#### Geography

Segment Shoppers by City, State/Province, Region or Designated Market Area (DMA)

#### RV Brand

Show your ads to people shopping for YOUR brands or target buyers shopping your competitor's brands.

#### RV Type

Target buyers by the class of RV they're shopping for.





# 4

## Step FOUR 'Own' the Search Results Page

**Dynamic Native Super Leaderboard Ads:** Your Dealership and Listings are introduced **first, on the top of** relevant RVT Search Results.

**Dynamic Native Search Results Ads:** These stealthy ads 'disguise' YOUR units (matching the Buyers' Search) to look exactly like Listings within the search results!

**Dynamic:**  
**Automatically pulls in your inventory** which matches the Category, or even the Brand, that each Buyer is searching for.

**Effective:**  
Brands your Dealership on RVT. Gives ample space for your current promotions and / or the benefits of buying from your Dealership.

**Native:**  
Appears to be part of regular RVT content, driving more listing views for dealers.

**Huge:**  
Up to 1260x290px= approx 13.1" x 3" and fully responsive – shows on all devices.

### Dynamic Native Super Leaderboard 1260x290px

Steve's RV Supercenter  
Sponsored  
Steve's RV Supercenter  
Everett, WA, USA

Year	Model	Price (USD)
2022	Airstream Classic 33FB	\$189,500
2018	Airstream International Serenity 25FB	\$119,500
2018	Airstream Flying Cloud 23CB	\$129,500
2021	Airstream Classic 30RB	\$169,500

Your dynamic inventory pulled in here

Your current promotion or dealer information

### Dynamic Native Search Results 900x300px

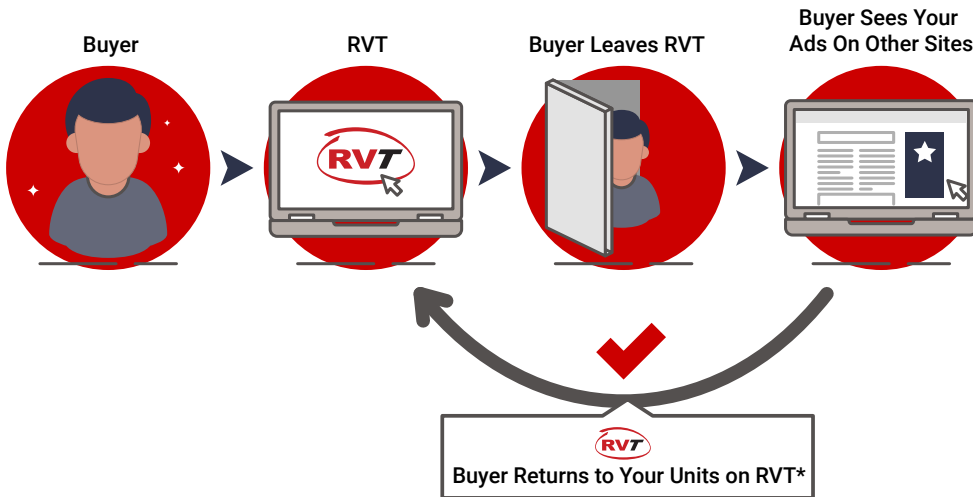
Steve's RV Supercenter  
Sponsored  
Steve's RV Supercenter  
Everett, WA, USA

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2018	Airstream Flying Cloud 23CB	\$129,500
2021	Airstream Classic 30RB	\$169,500
2018	Airstream Classic 33FB	\$149,500

Your dynamic inventory pulled in here

# 5

## Step FIVE 'Follow' Your Buyers



\*Regular ReMarketing Ads Return Buyers to Your Dealership Site

### ReMarket the RVT Audience

Keep your brand and units top-of-mind.

RVT has a variety of retargeting products to help you 'follow' your buyers and return them to your listings.

### ReMarketing

After RV shoppers from your target region view RVs for sale on RVT, your dealership's branded ads are "re-marketed" to that individual RV shopper. Your ads are seen across various websites.

When your ad is clicked, buyers are taken to your dealership site.



### Targeted Social ReMarketing

Affordable and precision-targeted, these stealthy ads push your matching units directly into buyer Social Media Feeds.

Check availability for your area today!



### Dynamic ReMarketing

Google and/or Facebook

Dynamically remarket the RVT audience across the Google Network and/or in Buyer Facebook feeds.

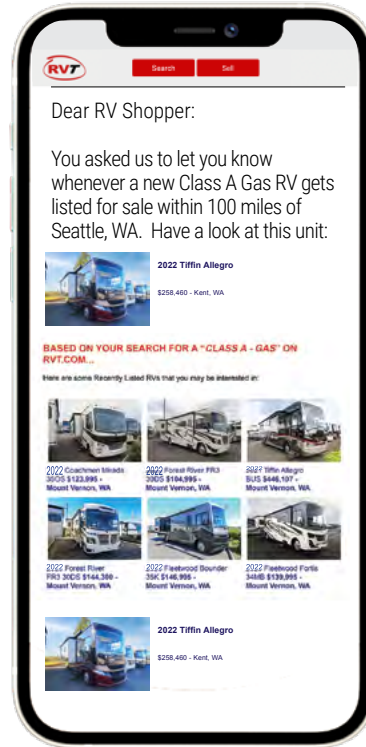
For 30 days after a buyer sees your unit on RVT, that buyer will see the same unit (or similar) from your inventory on websites across the internet and/or within their Facebook feed.

# 5 Step FIVE 'Follow' Your Buyers cont'd



Over 257,000 active RV shoppers have asked RVT to "Auto-Notify" them when a particular year, make & model of RV becomes listed for sale.

Buyer Direct Connect increases your exposure to these low-funnel RV buyers by adding your similar/matching units into RVT's Auto-Notify emails as a "sponsored listing".



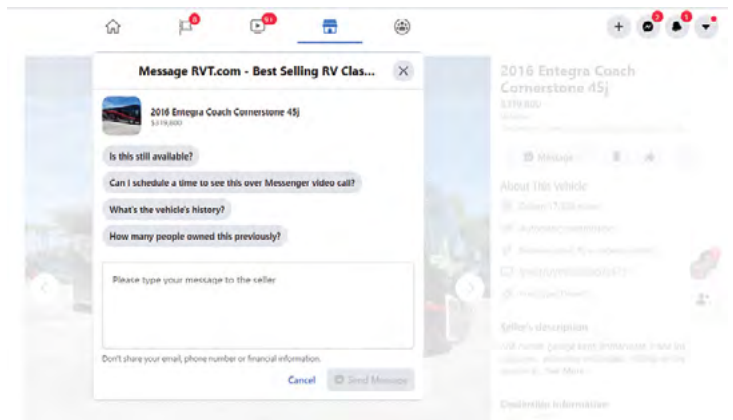
## Dynamic Social Lead Generation

Now RVT's audience of in-market RV shoppers will see your listings in their Facebook feed – providing qualified leads for your Dealership!

Your qualified Leads will include:

- Check availability
- Find out more about this RV
- Schedule an appointment
- Get pricing info

Contact your RVT Rep today for details.



Dynamic Social Lead Generation at work for you  
in a Buyer's Facebook Feed



# Powerful Exposure

## Budget-Friendly Ad Bundles

### Let Us Curate A Bundle For You

RVT's Marketplace Specialists keep their finger on the pulse of the RV industry. We can help create a customized bundle of digital products that fit your dealership's unique needs and budget, taking the guesswork out of choosing products that will work for you. **Contact us today!**

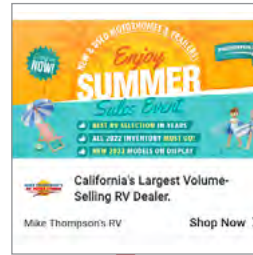
#### Display Ads



#### Listings



#### ReMarketing



Your Needs

Your Custom Bundle



#### Featured Listings



#### Search Results Ads

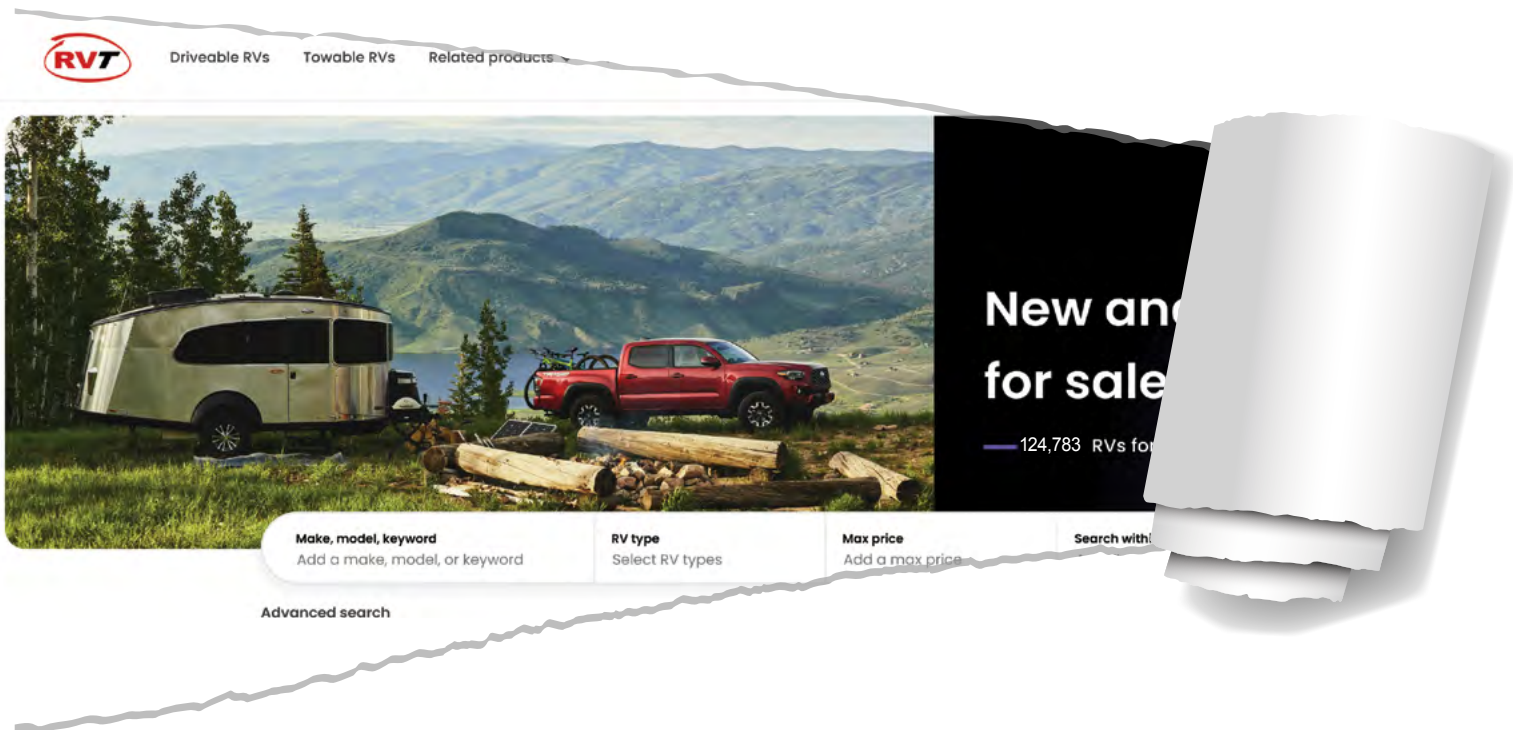


# RVT 3.0

Coming in 2023!

## An all-new, cutting-edge, interactive, visual experience for the RV Consumer Buyer.

Following extensive RV Consumer research, we have completely redesigned every touch point and every screen your next RV Buying customer will encounter on RVT ... for an aesthetically pleasing, intuitive, clear, new RV Marketplace shopping experience.



### RVT 3.0 is:

- Lightning FAST.
- Easier for Buyers to search – and find the right RV.
- Mobile-first – with a beautiful desktop experience as well.
- Buyer-focused – accommodates new and experienced RVers alike.

### Features Include:

- A stunning new RVT Homepage including Buyer-friendly “Recently Listed” and “Near You” sections.
- Simplified Vehicle Detail Page (VDP) to showcase your units.
- A simplified “pathway to Dealer” resulting in more and better Buyer connections and stronger Lead Generation.

**Results for our Dealer Customers: Longer Buyer Sessions on RVT with more “clicks” and Buyer focus on your units!**



# Dealer Optimizer Sessions

## 1-on-1 Complimentary Consultations



### Professional Consultations to Strengthen Your Online Presence.

RVT's **Optimizer Sessions** are one-on-one professional consultations with one of our industry experts, offered **at no cost** to all RV Dealer Customers. Together, we can review best practices, trends and strategies.

Whether you are looking for a C-level overview to help plan your goals and strategies for the year, or the technical know-how that you need to ensure your RV Marketing is fine-tuned and fully optimized, our experts are here to help. **Visit [rvt.com/goRVTdigital](http://rvt.com/goRVTdigital) and select 'Consult with a Marketplace Specialist' to schedule your complimentary consultation today!**



**Analyze Shoppers in Your Area:** Understand what they really look for in your particular market.



**See "Anonymized" Competitive Metrics:** Learn regional/national market trends.



**Review RVT Products:** Highly effective on-RVT and off-RVT Digital Ads... and more!



**Case Studies:** See samples of effective ad creatives known to drive RV sales.





# Your Next Step: Contact Your RVT Account Executive



## Mike Delepine

Sr. Account Manager  
Western USA

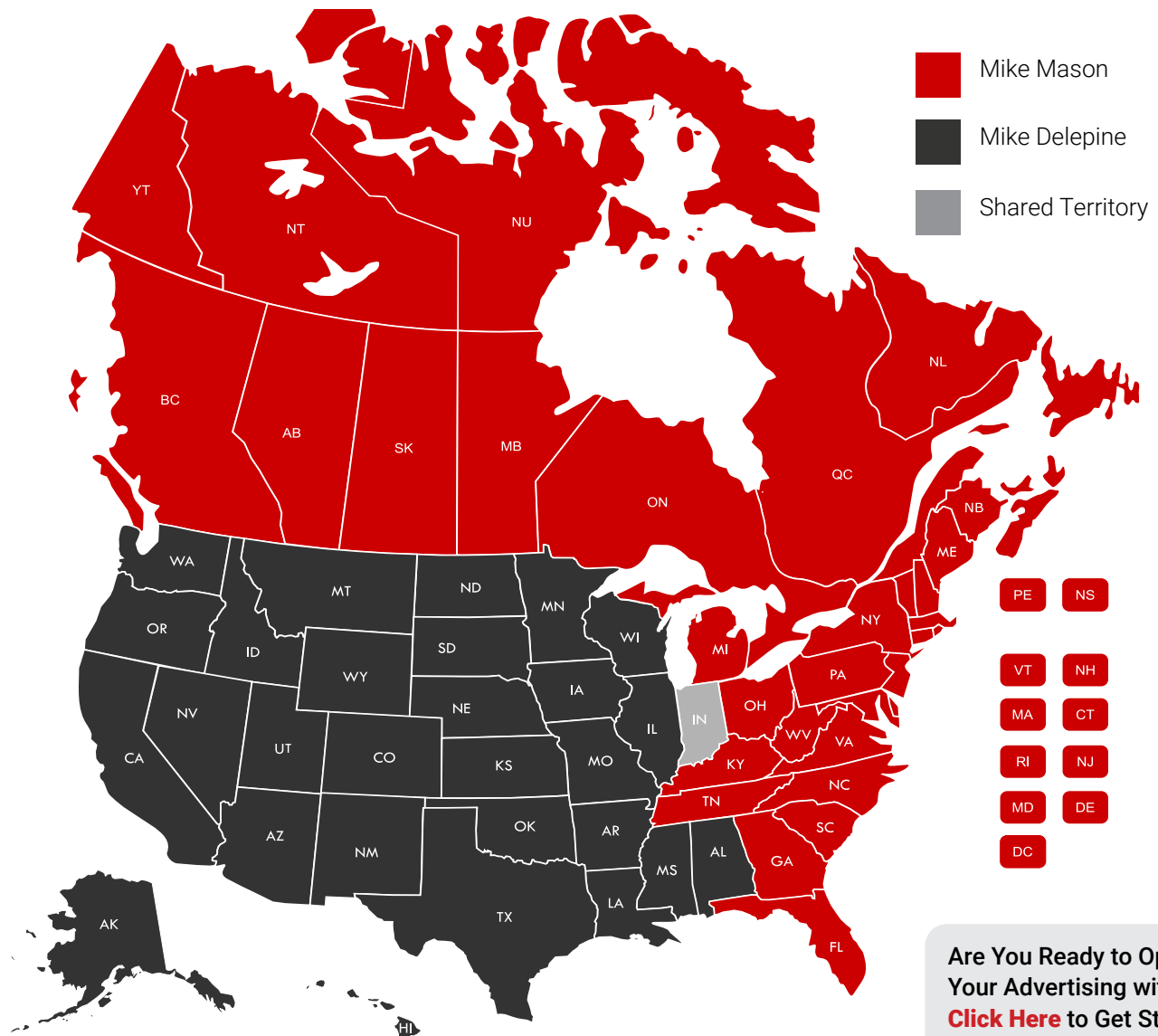
**Contact now**  
**(833) 617-8303**



## Mike Mason

Account Manager  
Eastern USA & Canada

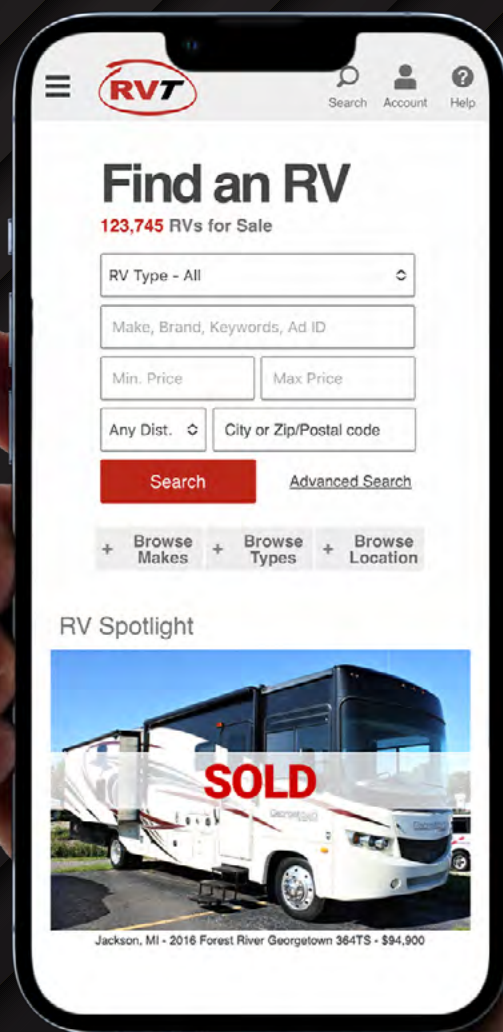
**Contact now**  
**833-619-3306**



Are You Ready to Optimize Your Advertising with RVT?  
**Click Here** to Get Started!

# 2023 Media Planner

A Step-By-Step Guide  
to Optimizing your  
RV Advertising



## Address

### United States

726 Cherry St. #160  
Sumas, WA  
98295 - 9649

### Canada

1010 - 1708 Dolphin Ave  
Kelowna, BC  
V1Y 9S4

## Phone

866-687-4815

## Website

rvt.com