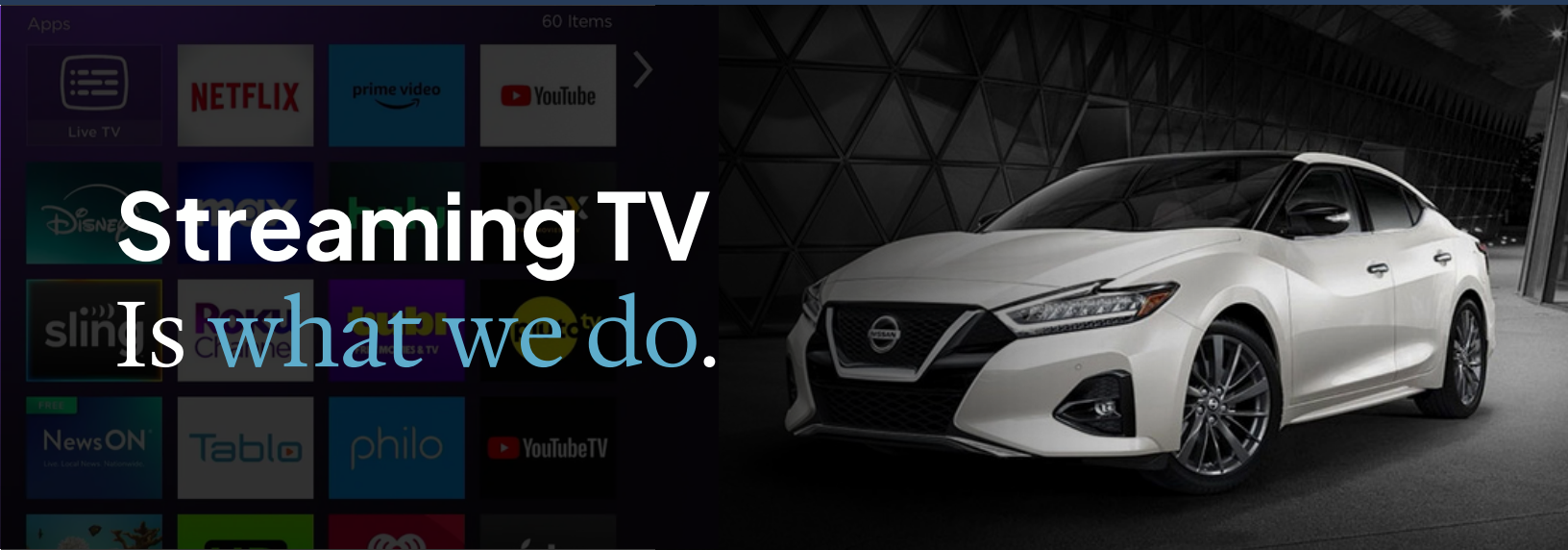




CLOVER

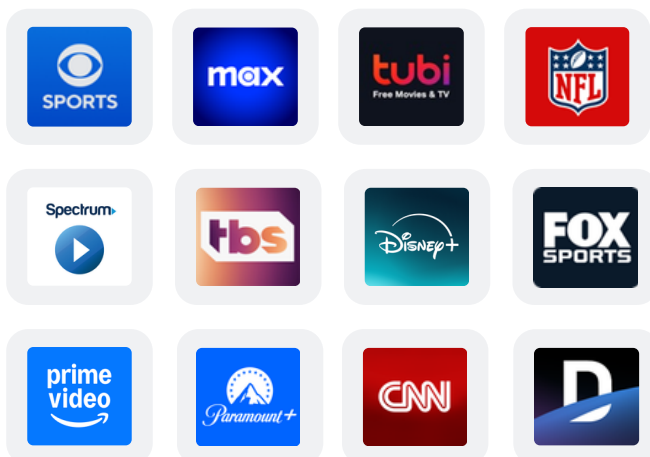


Streaming TV Is what we do.

Your Streaming TV Easy Button.

Have you ever had a campaign that didn't go live or spend all of the budget? With Loon, you'll never miss an opportunity again because Streaming TV is all we do. That means your ads go live in the market faster with real-time reporting & performance pacing updates, and creative production included.

- ✓ Turn-key campaigns
- ✓ Creative Included
- ✓ OEM Compliant
- ✓ Multi-rooftop Support



Activation Steps

1 How to Be Live in **72 hours or less**

2 Choose your Audience Options (Always-on Dealers have **access to 1PD**)

3 **Choose Your Package** and Investment Level

What's included?

Everything you need to be successful.

Streaming TV, Video, Display

Measurement & Attribution

Dedicated Customer Success Rep

Price

Entry-Level

INCLUDED

Full-Suite

Yes

No Minimum
Spend

**Nicely-
Equipped**

INCLUDED

Full-Suite

Yes

\$5,000/mo

Fully-Loaded

INCLUDED

Full-Suite

Yes

\$7,500/mo

4 **Approve** Your Campaign Creative

Creative Options Included

Video and Display ad generation included as value added service.

Branding

1

1

1

Sales Offers

2

2

Service Offers

1

1

Dynamic Creative Optimization

INCLUDED

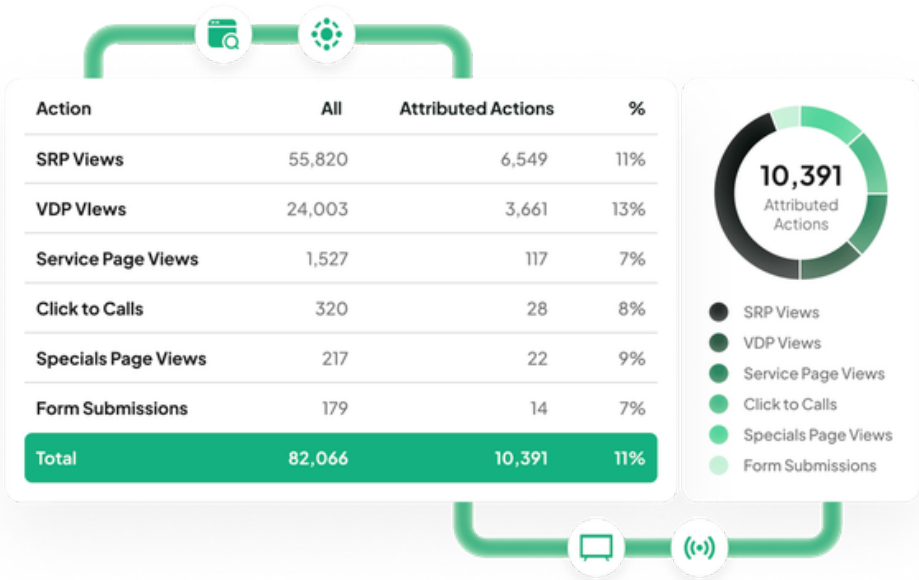
*** Entry-Level Includes One Branding Offer per Quarter, and One Sales or Service Offer per Month.

5 **Go Live!** 

Next is Results

Clover Streaming Drives Results

An Average \$10,000 Monthly Investment Yields



3,258
Visitors From
Streaming TV Ads

4X
More Likely
To Convert

\$3.06
Average
Cost Per Visit

Outcome-Based Measurement Platform

From first impression to last click, quantify the value across your entire media mix and prove Streaming TV works once and for all.

Campaign Idea Starters and Opportunites

Activate any of these ideas, any time on Streaming TV with Loon



Website Retargeting



Unsold Leads



Purchase w/o Service



Trade-Out/Trade-Up



Warranty/Recall



In-Market Sales

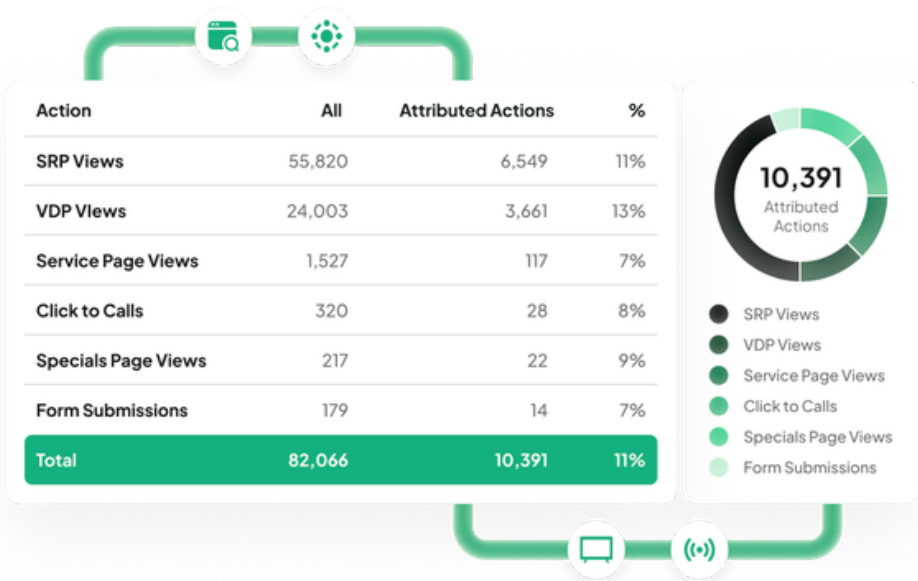


Conquest

Next are Case Studies

Loon Streaming Drives Results

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Conquest



CLOVER

How a Hyundai Dealer Drove 49% More Sales with First-Party Data

The Challenge

A Northeast Hyundai dealer wanted to drive more sales and service opportunities without having to spend more money. Facing a tightening economy, they knew they could increase the yield of their streaming media buy by making a strategic shift in their audience targeting.

The Test

Instead of simply buying more media, we implemented a test to increase yield. The approach was to integrate the dealer's customer database with their audience targeting strategy, treating their own first-party data as a high-value audience segment to power a more precise, performance-driven campaign.

The Results

The strategic use of their customer data led to remarkable efficiency and a significant lift in business outcomes:

- **+49%** increase in ad-exposed vehicle sales month-over-month
- **400** Repair Orders (ROs) were directly attributed to the campaign
- An estimated **\$100,000+** in revenue was generated from attributed service visits alone

This new approach demonstrated that smart targeting could dramatically improve yield.

Why It Worked

By moving beyond broad, in-market audiences and activating their own customer database, the dealer was able to reach and influence the most relevant people. The campaign was no longer guessing who to target; it was speaking directly to people who had a relationship with the dealership, whether as a past customer or a current service client. This precision not only lowered costs but also drove high-value outcomes like service visits, proving the power of first-party data.

The client's take: "Now we have a way to make our streaming dollars work harder for both sales and service. It's like a money printer."

Bottom Line

In an always-competitive market, the best way to drive growth *isn't* to just spend more. This dealer showed that by leveraging their customer database to make their existing media budget more efficient, they could generate both new sales and create incremental service revenue.



CLOVER

Data-Driven Strategy Adds 1,700+ Incremental Sales for Top Auto Group

The Challenge

A regional retailer was getting tired of cable TV's black box. Reach was unclear, attribution was impossible, and costs kept rising. They wanted their TV dollars to work more like their digital spend - trackable and accountable.

The Test

We shifted \$10,000 from their cable budget to streaming TV, but with a twist: we used their customer database in a clean room to build targeted audiences and track real outcomes.

The approach combined their first-party data with streaming's precision targeting - treating TV like a performance channel instead of just brand awareness.

The Results

The numbers beat expectations:

- 3,258 site visitors directly from streaming
- \$3.06 cost per visit (better than their paid search)
- 4x higher conversion rate than other digital channels

Why It Worked

The clean room setup let us see the full funnel - who saw ads, who visited, who converted. Instead of hoping TV was working, they could prove it.

The client's take: "This is the first time we've actually known if our TV spend was working."

Bottom Line

What started as a \$10K test became their new strategy. They're now moving more cable budget to streaming and rethinking their entire channel mix.

Sometimes the best media shift isn't revolutionary - it's just measurable.



CLOVER

Full-Funnel Streaming Drives 3X More Sales for Chevrolet Dealer

The Challenge

Two similarly sized Chevrolet dealers were both investing \$10,000 per month in Streaming TV, but their approaches were dramatically different. The question was which strategy: full-funnel or bottom-funnel - would yield better results.

The Test

One dealer, Dealer A, opted for a full-funnel strategy, building brand at the market level while also driving key outcomes through retargeting. The other, Dealer B, focused exclusively on a bottom-funnel strategy, using an in-market audience targeting layer and ignoring top- and middle-of-funnel shoppers. Both dealers used the same \$10,000 monthly budget.

The Results

The full-funnel approach proved to be significantly more effective:

- Dealer A drove almost 3x more ad-attributed sales than Dealer B (100 vs. 38).
- 69% of Dealer A's sales were ad-assisted, compared to just 23% for Dealer B.

Why It Worked

The full-funnel strategy allowed Dealer A to engage a wider audience, nurturing potential customers throughout their entire buying journey. By building brand awareness and then retargeting interested individuals, they were able to deliver more reach and ultimately, more sales. The bottom-funnel approach, in contrast, limited Dealer B to a smaller audience of people already in the market, missing the opportunity to influence shoppers earlier in the process.

The client's take: "These insights are a competitive advantage for us. We're focusing less on the click and conversion, and more on the creative and messaging - with even better ROI than before, it's crazy to say."

Bottom Line

The tale of two Chevy dealers shows that a full-funnel streaming strategy is more effective than a narrow, bottom-funnel one because it's not just about reaching people who are ready to buy today, rather it's about building awareness with everyone qualified to do business with you (vs. pre-qualifying them based on a "in-market" audience alone).



CLOVER

Less Targeting, Better Results: Auto Retailer Case Study

The Challenge

A major automotive retailer was hitting their targets but suspected they could do better. Their streaming campaigns used heavy demographic and behavioral targeting—standard practice, but maybe overkill.

The Test

We stripped out most targeting filters and let the algorithm find efficiency. The client allocated 40% of their streaming budget to test broad reach vs. precision targeting for six weeks.

The logic: machine learning might be better at finding potential customers than our assumptions about who they are.

The Results

Performance improved across the board:

- 12% higher conversion rate
- 31% increase in reach (same budget)
- 19% lower CPMs
- Search traffic also increased 8%

The broad approach caught people earlier in their buying journey, creating lift for other channels too.

Why It Worked

This retailer had solid creative and a good website—the algorithm had quality data to optimize against. In streaming's fragmented landscape, sometimes our "smart" targeting just limits scale.

The client's take: "We stopped overthinking who to target and started focusing on creative, messaging, and efficient delivery."

Bottom Line

Six months later, this simplified approach became their default strategy. They still use targeting for specific campaigns, but their always-on streaming runs broad.

Sometimes the best optimization is knowing when to stop optimizing.