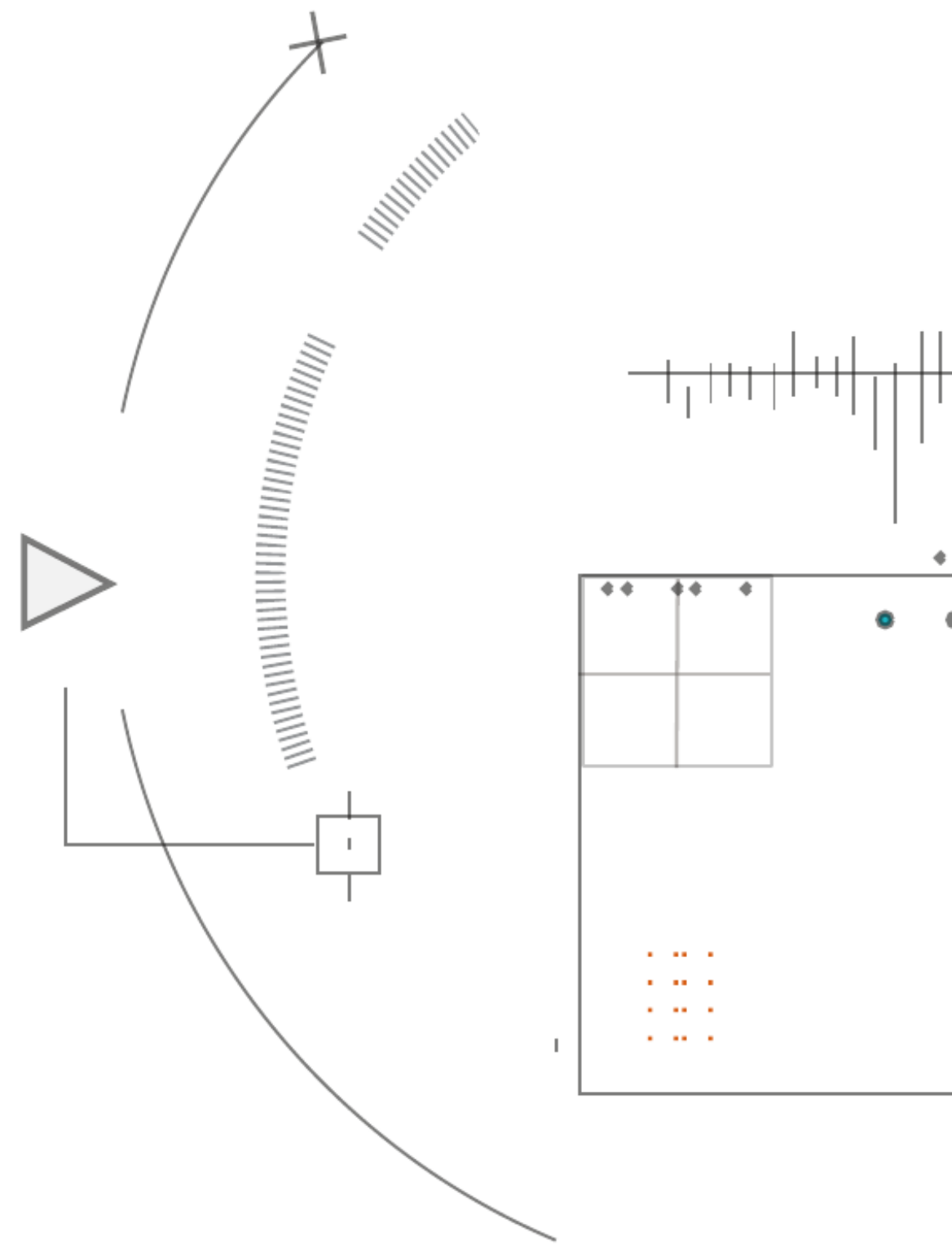


Caterpillar paid media strategy



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Media Buy: \$1 12,413.00

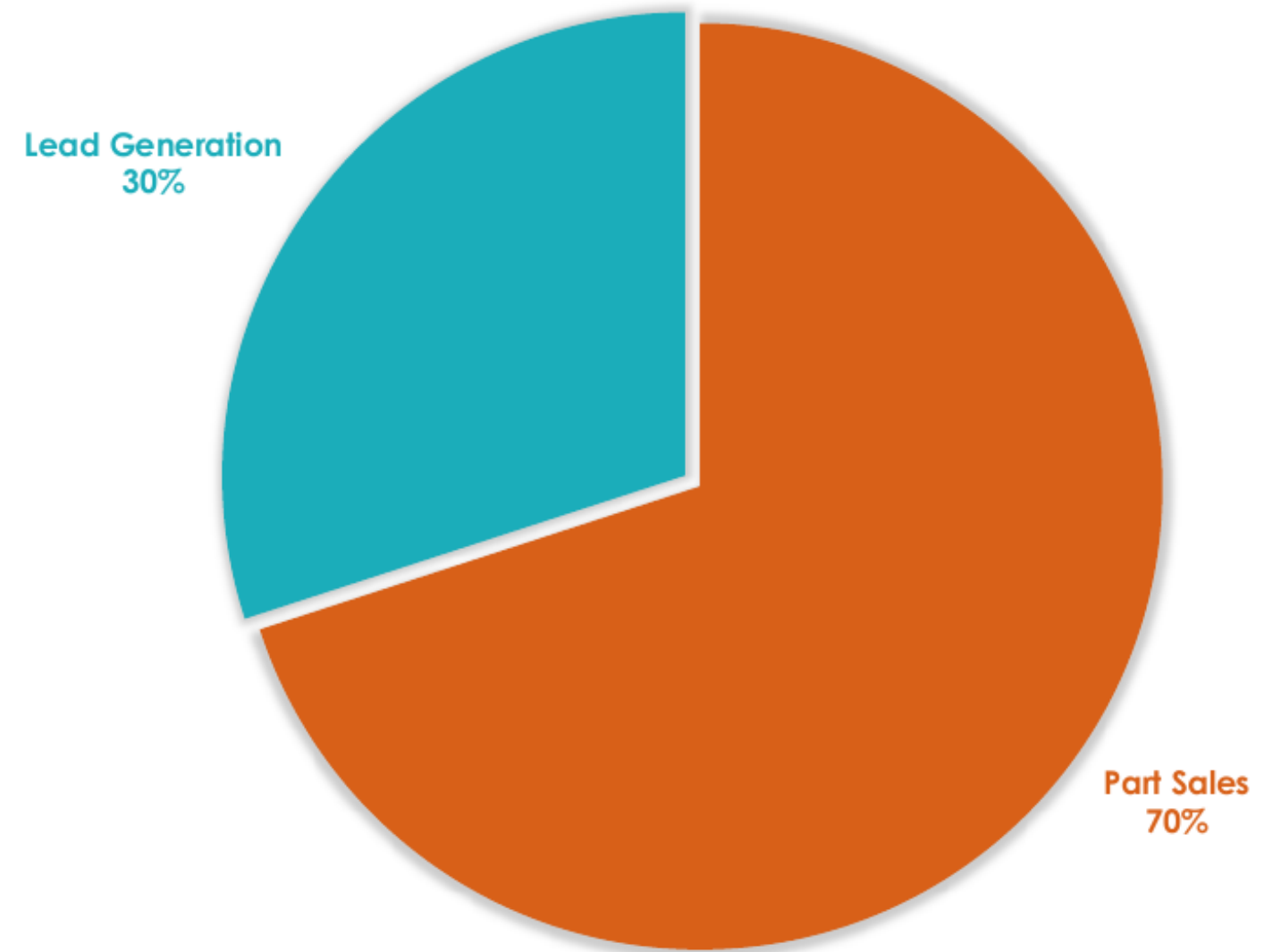
Management: \$25,647.75

Goals:

- \$1M in Part Sales
- 288 Lead Submissions

Budget Allocation:

- Part Sales: \$78,689.10
- Lead Generation: \$33,723.90



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Goal: Part Sales

Media Buy: \$78,689.10

October – December 2024

Awareness – 8%

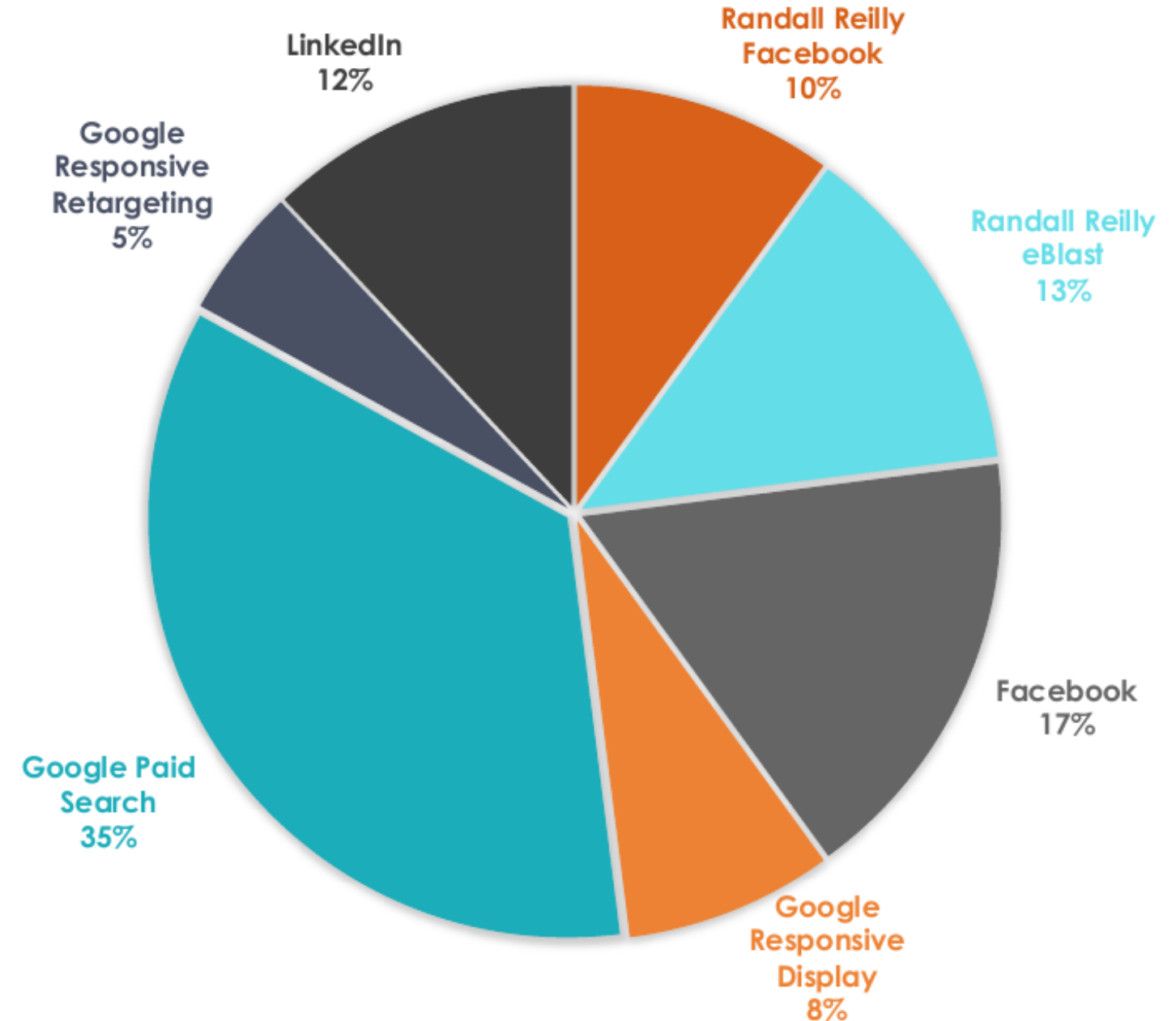
- Google Responsive Display

Consideration – 29%

- LinkedIn
- Facebook

Conversion – 63%

- Google Paid Search
- Google Responsive Retargeting Display
- Randall Reilly Facebook
- Randall Reilly eBlast



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Goal: Lead Generation

Media Buy: \$33,723.90

October – December 2024

Awareness – 20%

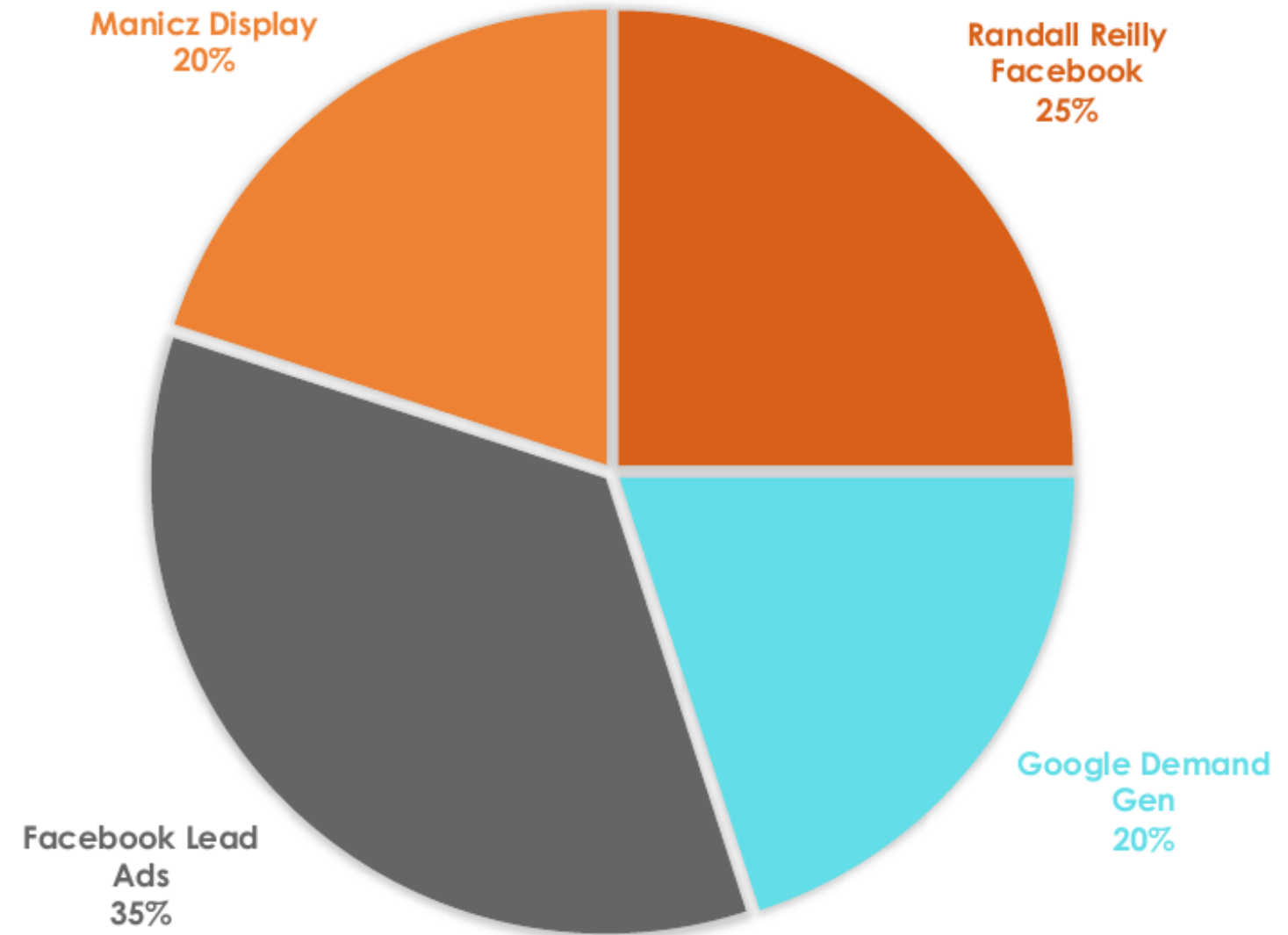
- Manicz Display

Consideration – 20%

- Google Demand Gen. Display

Conversion – 60%

- Randall Reilly Facebook
- Facebook Lead Ads



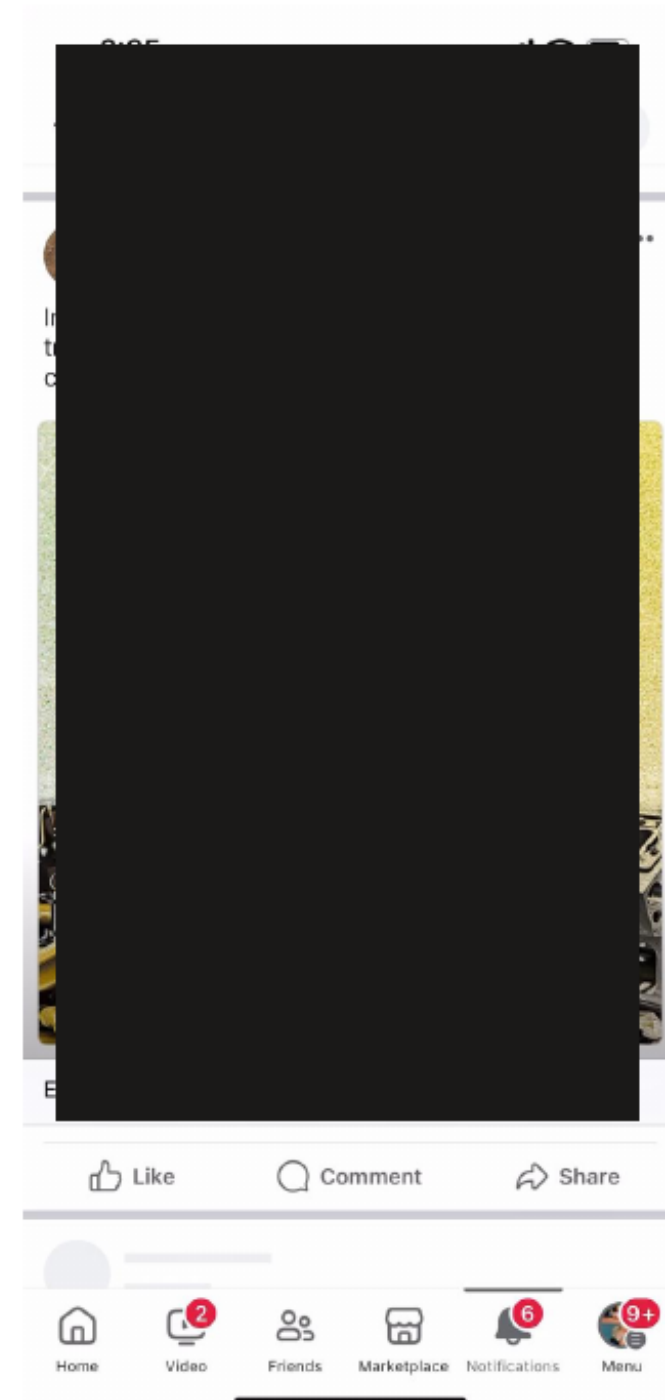
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Tactic: Facebook

Facebook Instant Experience Ads

Alternative ad destinations that load in-platform after a user clicks.

- **Full screen & instantly loading:** Quickly capture the complete attention of our audience.
- **Mobile-optimized:** Taking mobile-friendly ads a step further with in-platform, mobile-optimized landing page experiences.
- **Many design options:** Create custom units to fit any audience or goal.
- **Full-funnel experience:** Add multiple landing pages creating a relevant experience for users at any step in the journey.
- **Audience insight:** Data on what pages users are clicking to visit will give insight on where the targeted audience is at in their journey.



Click to play screen recording!

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Tactic: Facebook Lead Ads

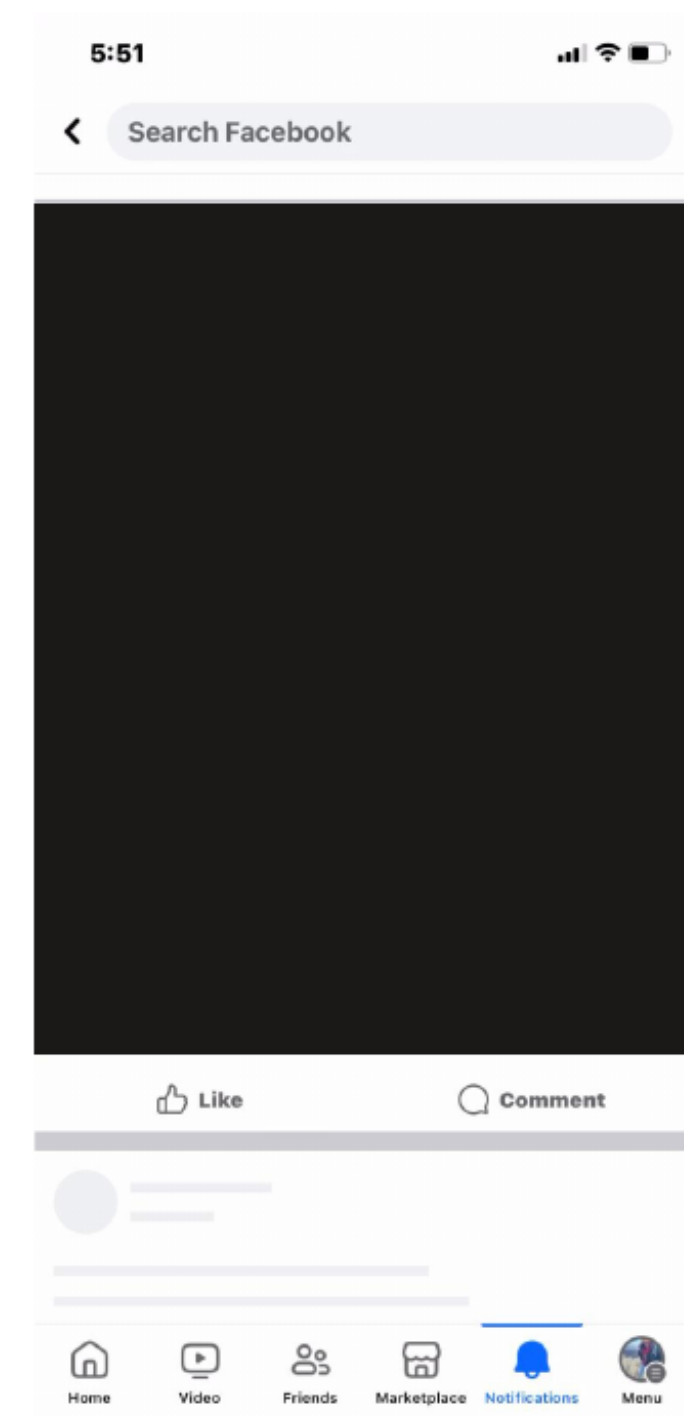
Facebook Rich Media Instant Forms

Create a custom layout for dealer routed form submissions to increase user engagement.

Benefits of Instant Forms:

- **Mobile-Friendly:** 81% of users exclusively access social media from their phone.
- **Less Friction:** Forms can be completed without the user leaving Facebook.
- **Data Collection:** Users who submitted forms can be retargeted link ads.

Click to play screen recording!



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Tactic: LinkedIn

LinkedIn Sponsored Posts

Highly relevant audiences: accurately create audiences based on industry, business size, and job title. Layering these factors creates a laser focused target audience.

Actively engaged users: with the nature of LinkedIn being a social network with a professional undertone, users are more likely to engage with informational content that is relevant to their career.

Fast Facts:

- 89% of B2B marketers use LinkedIn for lead generation.
- Businesses see a 33% increase in conversion intent with LinkedIn ads.
- There are 199M+ members in the US.
- A LinkedIn audience has 2x the buying power of the average audience.

Forecasted results ?

Target audience size

1,100,000+

Segment breakdown ?

Industries

Construction100%

Specialty Trade Contractors8%

Building Construction7%

Civil Engineering6%

Building Equipment Contractors4%

Days (6/26/2024 - 6/30/2024)

al spend

000.00 - \$2,262.00

al impressions

000 - 130,000

9% - 0.44%

al clicks

0 - 430

Key Result

al cost per click

78 - \$10.16

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

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Tactic: Randall Reilly Facebook & eBlast

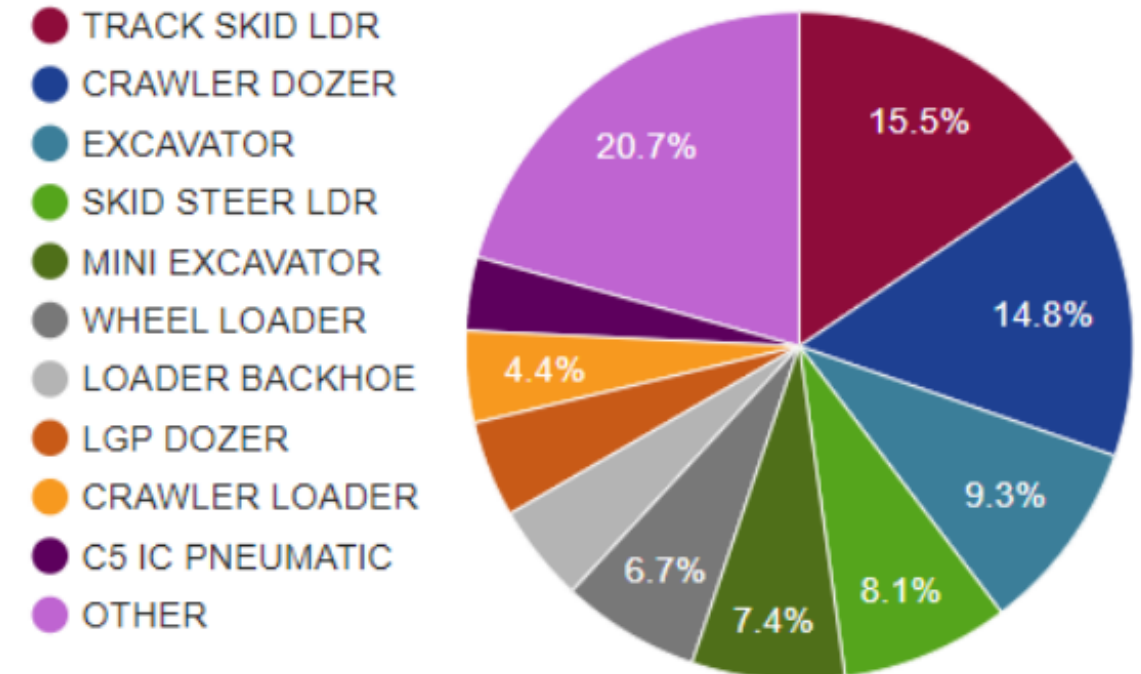
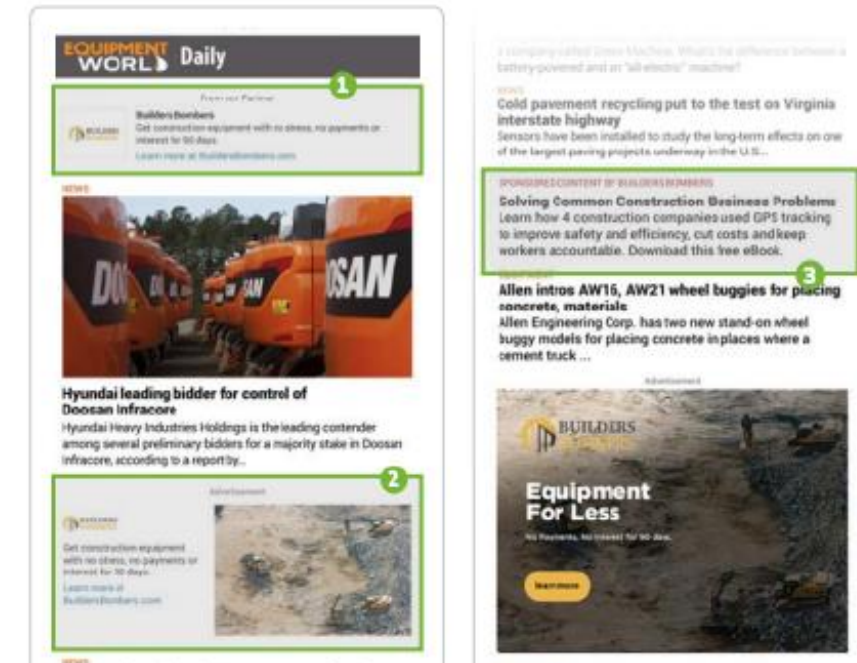
Randall Reilly EDA Data

Randall Reilly construction paid media is implemented through Equipment World, a publisher that is frequented by Cat audiences.

EDA data is coupled with targeting parameters and utilized to locate and serve ads to the most qualified users.

Examples of targeting options:

- Job Title
- Industry
- Company Size
- Time since Financing Machine
- Machine Mix



Equipment Type Market Share

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Tactic: Google Responsive Display

Responsive Display Ads

Responsive Display is Google's new default display ad type. These ads test multiple copy versions and images to display the best performing combination, creating a quicker testing phase and producing elevated results in a shorter time frame. The multiple image sizes fit different ad placements across the Google Display Network, opening new inventory that is unavailable to standard display ads.

Benefits:

- Automatically optimize your assets for more results
- Adjustable sizes fit more placements, opening up inventory possibilities
- A/B testing is done automatically by spinning assets to find the best combination of image and copy
- Monitor performance of each asset and replace what is underperforming



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Tactic: Google Demand Gen. Display

Demand Gen. Display Ads

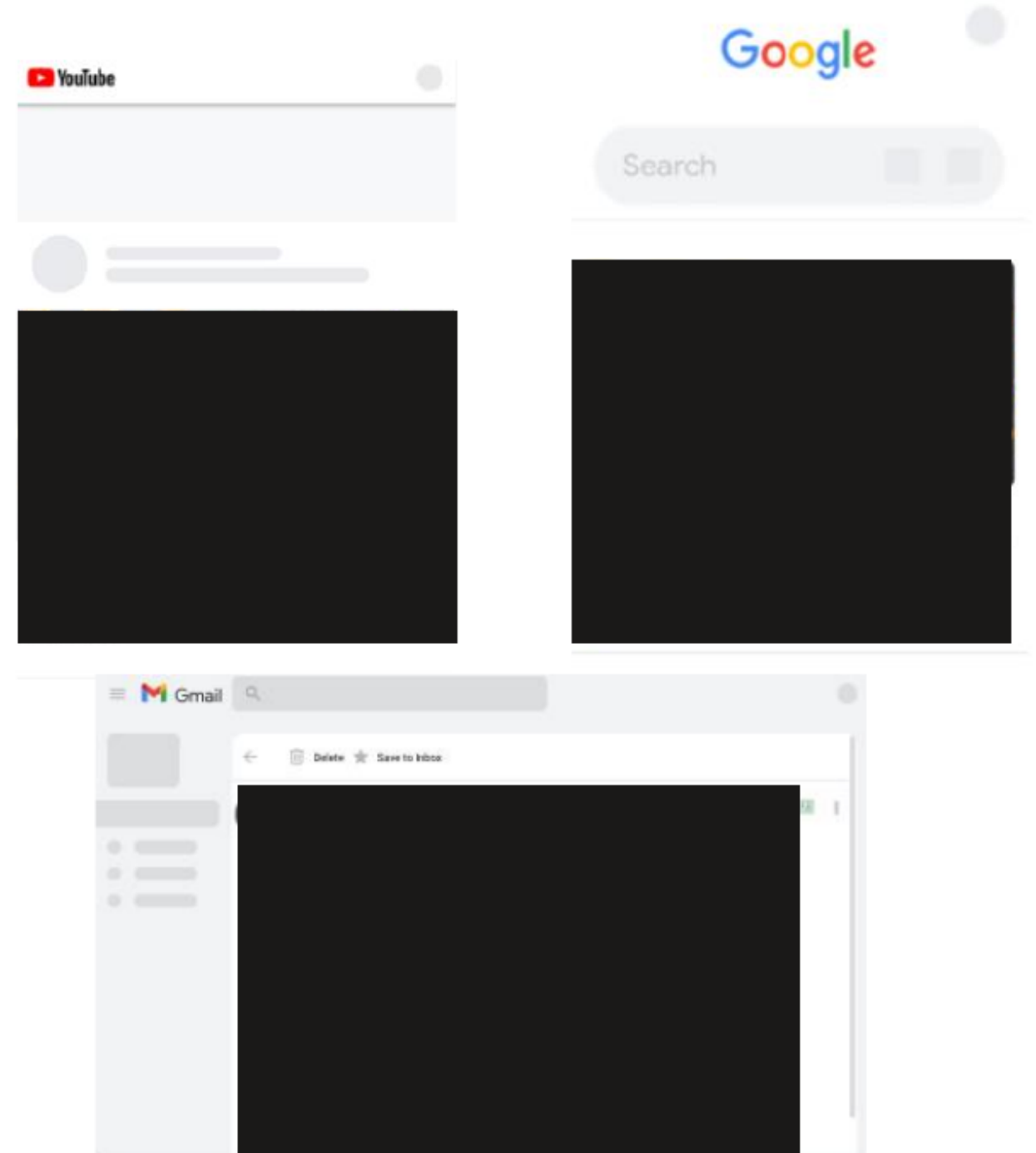
Generate demand and deliver business results on Google's most visual, entertaining touchpoints.

Channels:

- YouTube
- Google Discover
- Gmail

Benefits:

- Automatically optimize your assets for more results.
- A/B testing is done automatically by spinning assets to find the best combination of image and copy.
- Automated bidding to drive consideration level goals that is powered by insights from Google AI and optimized towards converting high value users.



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Tactic: Google Paid Search

Paid Search Ads

Paid search is the lowest funnel paid media tactic and the highest converting.

Key parts to target:

- Filters
- Rubbertrack
- Cylinders
- Linkage Pins

Benefits:

- **Targeting:** Reach users during the conversion stage of their journey.
- **Visibility:** Listings appear top-of-page – above potential competitor listings.
- **Conversions:** Paid search is consistently the tactic with the highest conversion rate and ROAS.

Sponsored



own shop.

Locations

Top states ▼

Conversions ▼



Texas	10%
California	7%
Illinois	5%
Washington	4%
Florida	4%
Other locations	71%

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Tactic: Manicz Display

Manicz Display Ads

Increase user journey touchpoints through premium inventory targeted highly-focused segments and behaviors.

Targeting Options:

- Search data including keywords, phrases, and contextual website visits
- Interest and demographic segments
- Job title and company industry
- Company size based on number of employees
- Purchase intent

Benefits:

- Cookie-free targeting
- Real-time reporting
- Brand safety monitoring
- Opt-in based audiences



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Estimated Results

Parts Purchases

Placement	% of budget	CTR	Impressions	Clicks
Randall Reilly Facebook	10%	1.25%	61,250	766
Randall Reilly eBlast	13%	5.00%	38,220	1,911
Facebook	17%	1.75%	2,499,000	43,733
Google Responsive Display	8%	2.00%	2,940,000	58,800
Google Paid Search	35%	3.00%	257,250	7,718
Google Responsive Retargeting	5%	2.00%	1,837,500	36,750
LinkedIn	12%	0.35%	441,000	1,544
Total		1.87%	8,074,220	151,220

Lead Generation

Placement	% of budget	CTR	Impressions	Clicks
Randall Reilly Facebook	25%	1.25%	65,625	820
Google Demand Gen	20%	1.25%	420,000	5,250
Facebook Lead Ads	35%	1.00%	1,102,500	11,025
Manicz Display (Click Focused)	20%	0.40%	3,150,000	12,600
Total		0.63%	4,738,125	29,695