

Group 9

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Overview

In this final assignment, our group decided to focus on the Toyota Motor Company and their most known eco-friendly option, the Toyota Prius. When advanced automotive hybrid technology spread in the late 1990's Toyota was determined to be one of the first hit the market with this new type of vehicle. In 1997, the first Toyota Prius was launched in Japan and it became the first mass-produced hybrid car. The Prius was known as "the hybrid car" throughout the early 2000's. As the hybrid car market grew Toyota's competitors started developing their own hybrid car lines, including the Ford Fusion Hybrid line and the BMW iSeries car line, both of which have achieved a great deal of success. Our target market is consumers ages 25-40 who care about environment, safety, and practicality.

The most critical stage in the Consumer Decision Journey (CDJ) for the Toyota Prius is the consideration stage. For our campaign goal, we aim to catch the potential customers in our limited market who are looking for environmentally-friendly and/or fuel-efficient cars. In order to accomplish this goal we must educate this audience about Toyota's eco-friendly options by luring them to the hybrid page on the Toyota website. The brand touchpoint matrix shows a wide variety of marketing that the Toyota Prius has used, including social media, guerilla marketing, and search engine optimization. Each of these media platforms have been effective and aided in the success of the Toyota Prius.

Finally, the goal for the PPC campaigns and Display-ad campaign is to increase the number of clicks on the ad that leads to the Toyota website, specifically the hybrid section. Therefore, increasing the number of site visits. The three PPC campaigns focus on gas-mileage, hybrid cars, and eco-friendly vehicle searches. The campaigns are going to be conducted over the period of January-April, during tax-refund months when car sales are much higher. Eco-friendly is predicted to have the highest CTR of 8.7% on a monthly rate while the Hybrid is expecting higher rates for all four months. In addition to that, we developed our Display-ad campaign using ComScore. We found that Toyota Motor Company spends nearly double the amount of money that both BMW and Ford allocate towards a display-ad campaign. Based on our research, we plan to allocate 50% of our budget to Facebook due to its high ad impressions and high average frequency. Google and Yahoo Sites will each be allocated 20% of the budget with the remaining 5% going the last two sites.

Market Research

A. Company/Consumers/Competition

A hybrid car is an eco-friendly vehicle which consists of a combination of gasoline fuel and electric motor with a battery pack as energy source. As news of climate change, pollution, etc. became more prevalent, the purchase of hybrid vehicles became increasingly popular. This report will focus on three hybrid offerings from major corporations.

Toyota Motor Corporation was founded in 1937 by Kiichiro Toyoda. This corporation is based in Japan and it is one of the leading manufacturers in the automobile industry. Producing vehicles from cars and SUVs to buses and forklifts, the Toyota Motor Corporation accounts for 12% of the U.S. Car & Manufacturing Industry according to IBIS World.

Toyota's main goal is to provide consumers with the most advanced, reliable, and safe vehicles on the market that blend seamlessly into their everyday lives. Vehicles that correspond with that goal and are also fuel-efficient and environmentally friendly are what help set Toyota apart. With innovation always at the forefront, Toyota was the first to introduce a hybrid vehicle to be mass-produced to its product offerings with the 1997 Toyota Prius. Since its initial debut in Japan, the Prius has been a popular choice among eco-conscious individuals.

The target audience of Toyota Prius are eco-conscious consumers who age from 25-40 with medium or high income. While the benefits of an eco-friendly vehicle are important to this audience, safety and practicality still rank among the most sought after benefits. According to research from J.D. Power, about 95% of Prius owners say that their first consideration in choosing a vehicle is fuel economy, while 87% of Prius owners agree that they are willing to pay more for a vehicle that is environmentally friendly. (J. D. Power)

Having endured the tumultuous recession era and now recovering in the aftermath, the Car and Automobile Manufacturing industry is in the mature stage of its life cycle. This means that Toyota faces strong competition from many angles against other brands with good reputations. Toyota is working hard to set itself apart from the competition in more than one way. Since Toyota products have a reputation for reliability, the added value of their vehicles after sale tends to be much higher than many other producers. For the purpose of this report, we will be focusing on Ford, a brand that typically markets towards the same consumer as Toyota, and BMW, which is a luxury brand that Toyota consumers may aspire to own.

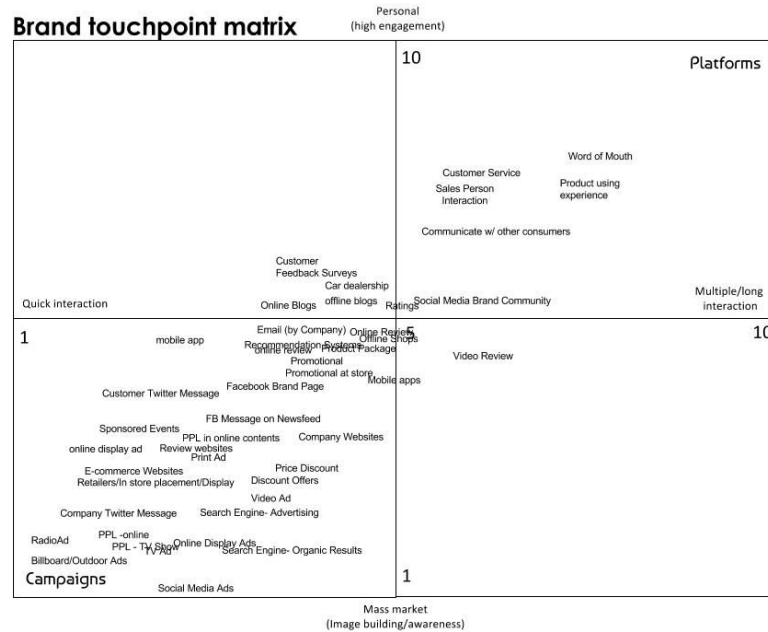
Ford Motor Company is an American automaker based in Dearborn, MI. Commandeering 14% of the market, Ford is the second largest shareholder in the U.S. Car & Manufacturing Industry, and the only one of America's Big Three automakers that successfully endured the 2009 recession. Following in the footsteps of Toyota, Ford introduced its hybrid offering, the Ford Fusion, to the market in 2005. As a direct competitor of the Prius, the Fusion's marketing efforts target the same positions of eco-friendliness, safety, and practicality. The demographics for a Ford Fusion buyer align somewhat closely with those of Prius, however Prius purchases earn almost \$20,000 more annually. (J.D. Power)

On the opposite end of the spectrum for hybrid vehicles are the luxury i Models from BMW. Unlike everyday brands such as Ford and Toyota, BMW does not have to rely on a "bang for your buck" mentality to sell cars. Instead, the company capitalizes off of the luxury sensibilities associated with the name. Consumers looking to invest in a BMW such as the i8 are interested in a vehicle that is chic and representative of status. The addition of hybrid capabilities are an added benefit.

B. Challenge and Goal Identification

Eco-friendly cars have taken the world by storm for the last 20 years. And while the market for environmentally friendly vehicles is there and growing, they aren't necessarily the first options that come to mind when consumers are looking to buy a car. Three of the most common cars we are highlighting in this report are the Toyota Prius, the Ford Fusion, and the BMW i Models. Toyota's most well known eco-friendly car is the Prius, which was the first mass-produced hybrid car in the world. The Toyota Prius 2017 model is currently ranked 4th in Best Hybrid and Electric Cars (Cars US News). However, some competitors, such as BMW and Ford, have produced their own eco-friendly product lines that have been just as successful. BMW has produced one of the most intelligently constructed cars in the world in the iSeries by using Carbon Fiber Reinforced Plastic, which is used for racecars (BMW). On the other side, there's Ford Motor Company producing the Ford Fusion Hybrid, which is currently ranked 12th in Best Hybrid and Electric Cars (Cars US News). These three competitors, along with other car companies, find themselves fighting in a limited market.

For the Toyota Prius, the most critical stage in the Consumer Decision Journey (CDJ) is the consideration stage. Our goal is to catch those limited potential consumers within our target audience who are looking into environmentally friendly and/or fuel efficient cars and pull them to the hybrid section of the Toyota website. By turning those strangers into visitors (going from paid media to owned media) the website will be able to educate the potential consumers on the benefits that the Toyota Prius has to offer; hopefully swaying those visitors to not only consider purchasing an eco-friendly car, but the Toyota Prius specifically.



These are some of the major touchpoints that Toyota has used for the Prius campaigns:

Word of Mouth	Loyalty Programs
Billboards/Outdoor Ads	Company Website
Sponsored Events	Customer Feedback Surveys
Social Media	Print Ads
Alternative Marketing	Ratings

Since Toyota is one of the leading car companies, there are numerous touchpoints used to gain the attention of their consumers. From display-ad advertising to loyalty programs, Toyota finds any way to reach their target consumers. In previous campaigns for the Prius, Toyota has used websites (HowStuffWorks, Facebook, Twitter) and oversized interactive solar flowers in high-traffic areas. These Harmony Floralscapes feature live billboards made of full-bloomed flowers alongside California highways. The role of the PPC campaigns are to figure what types of words and phrases that consumers use to search for a eco-friendly car online. On the other side, the Display-Ad campaign helps find where most display advertisements for Toyota and its competitors are located online.

PPC AdWords Campaign

A. Introduction of PPC Campaign

The intent of our Pay-per-click advertising campaign is to increase traffic to the hybrid section of Toyota's website. We will be running three campaigns directed towards consumers who are potentially interested in eco-friendly and/or fuel efficient cars; leading them to the Toyota Prius. Our first campaign will focus on consumers who are searching for eco-friendly vehicles. The second Pay-per-Click campaign will aim to reach consumers who are searching for hybrids. While these two campaigns are somewhat similar, we thought it was important to implement both in order to reach consumers who are specifically concerned about whether a vehicle is environmentally friendly as well as consumers who may know more about or even previously owned a hybrid and are looking to further that exploration. It was also mentioned in the market analysis that 87% of Prius owners agree that they are willing to pay more for a vehicle that is environmentally friendly. This shows that a large amount of our target audience is conscious about the environment, therefore two of our campaigns focus on environmental impact. Lastly, our third campaign will prioritize gas-mileage. One of the advantages of a hybrid vehicle is its superb gas-mileage compared to other automobiles and, as we mentioned in the market analysis, about 95% of Prius owners say that their first consideration in choosing a vehicle is fuel economy. This campaign will target the consumers who are primarily interested in fuel efficient vehicles. Even if they are not specifically searching for a hybrid or an eco-friendly car, those consumers will be steered to the hybrid section of Toyota's website, allowing them to compare the Prius's above-average MPG to other vehicles, thus successfully bringing the Prius into their consideration. All of these campaigns aim to attract targeted strangers and turn them into visitors.

B. Goal: Brief Proposition of the Role of AdWords Campaign

The goal of our AdWords Campaign is to increase traffic to the hybrid section of Toyota's website. Our pay-per-click ads are developed to catch the target audience and potential consumers who are looking into hybrids, eco-friendly vehicles, or cars that offer good gas-mileage. Once those consumers search for vehicles that match that criteria they will be exposed to our ads that, once clicked, will pull those strangers into the hybrid section of Toyota's website, converting them to visitors. From there, the consumer's interaction with Toyota's webpage will educate the consumer on all that the Toyota Prius has to offer, most importantly, its environmentally conscious aspects as well as its exceptional gas-mileage, which will interest consumers who are concerned about a car's fuel efficiency and economy. This education will bring the Toyota Prius into the potential consumers consideration while going through their consumer decision journey.

We will be evaluating our campaign through the key performance indicator of the number of clicks and visits the website receives directly from our Pay-per-Click ads. Our goal of this campaign is to aggregate more visitors to the Toyota website so we believe that this KPI strategy is the most efficient way to measure our campaigns success. Lastly, we implemented our campaign period to coincide with the time-frame in which consumers receive their tax refund. We did this due to the fact that consumers are more likely to make a big purchase, such as a car, after receiving their tax refund. Therefore, we are more likely to reach a larger amount of potential car-buyers than if we had chosen another time frame.

C. Proposition of AdWords Strategy

Budget plan:

Our budget for this campaign is \$500,000. These funds will be allocated evenly across four months. Our campaign will span from January 2018 through April 2018. The chart below illustrates how the budget will be distributed across our three Pay-per-Click campaigns during this time periods.

	1. Eco-Friendly	2. Hybrid	3. Gas-Mileage	
Month	Capmaign 1	Campaign 2	Campaign 3	Total
1	\$41,666.75	\$41,666.75	\$41,666.75	\$125,000.25
2	\$41,666.75	\$41,666.75	\$41,666.75	\$125,000.25
3	\$41,666.75	\$41,666.75	\$41,666.75	\$125,000.25
4	\$41,666.75	\$41,666.75	\$41,666.75	\$125,000.25
Total	\$166,667	\$166,667	\$166,667	\$500,001
Daily Budget	\$1,388.89	\$1,388.89	\$1,388.89	

Campaign period:

As previously mentioned, our campaign will span four months, specifically January 2018 to April 2018. We have chosen this time period because consumers will be receiving their tax refunds during this time and will have the extra disposable income to consider purchasing more expensive products, such as a vehicle. We believe this is the best move in terms of allocating the budget, as we would rather spend more during the months that have the highest traffic of consumers searching to buy a car, rather than stretch the budget across a full 12 months without any focus or reason.

Adwords Strategy:

We will be running three Pay-per-Click campaigns. Each one focusing on an aspect that describes the Toyota Prius. This will not only attract strangers to the hybrid section of the Toyota site, but specifically the *right* strangers who are potentially interested in environmentally friendly or fuel efficient vehicles. The chart below demonstrates the different Ad Groups and keywords for each campaign:

	Campaign 1	Campaign 2	Campaign 3
Name	Eco-Friendly	Hybrid	Gas-Mileage
Ad Groups	Car Search (5) Cars for Sale (17) Hybrid Cars (10)	Toyota Prius (58) Hybrid (30) Prius (47) Prius Car (9) Prius for Sale (14) Toyota Hybrid (7)	Hybrid (27) Prius Mileage (5) Prius MPG (9) Best Hybrid (41) Prius (47) Prius for Sale (14)
Total Ad Groups	3	6	6
Total Keywords	32	165	143

Negative Keywords:

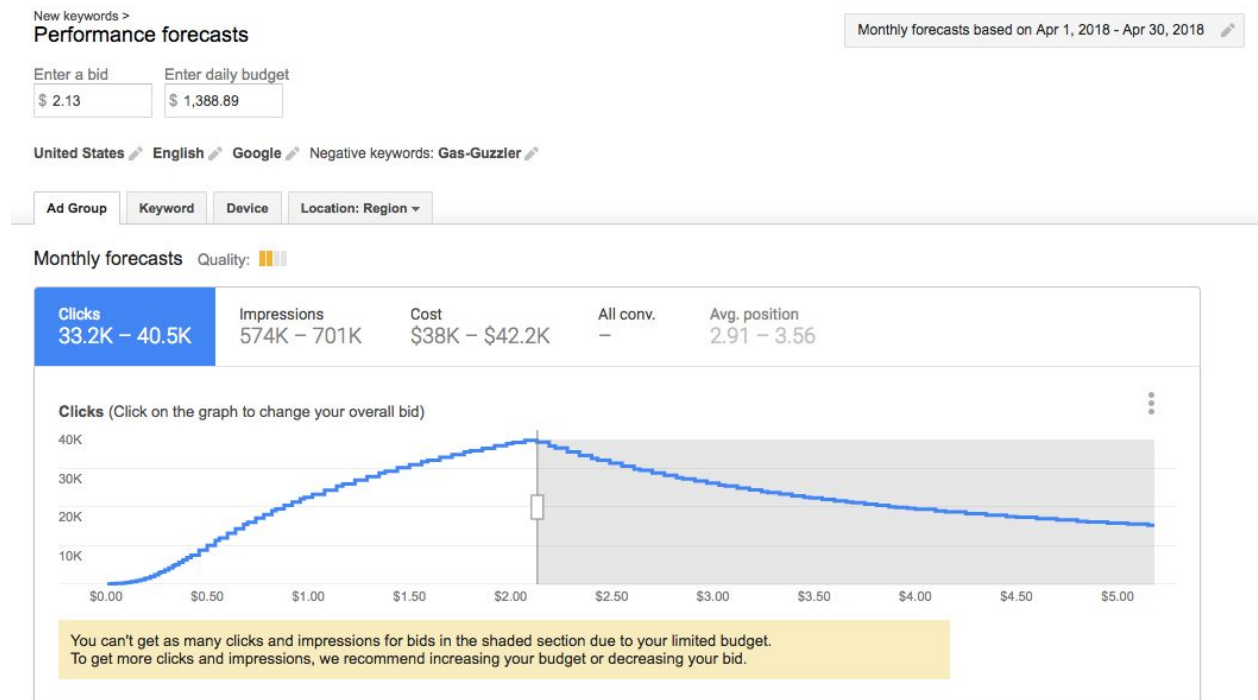
Each campaign utilizes negative keywords. These keywords ensure that we are reaching the correct audience and are not wasting any of our budget on consumers who are not interested in our product. The bulleted list below outlines the negative keywords used in each of our Pay-per-Click campaigns. The negative keywords we chose were “gas guzzler” and “low MPG”.

Geo-targeting:

Our Pay-per-Click campaigns will target the entire United States National Market. This is done because the Toyota brand is well-known and sold throughout the nation, therefore, there is no incentive to focus on one specific location or leave any location out.

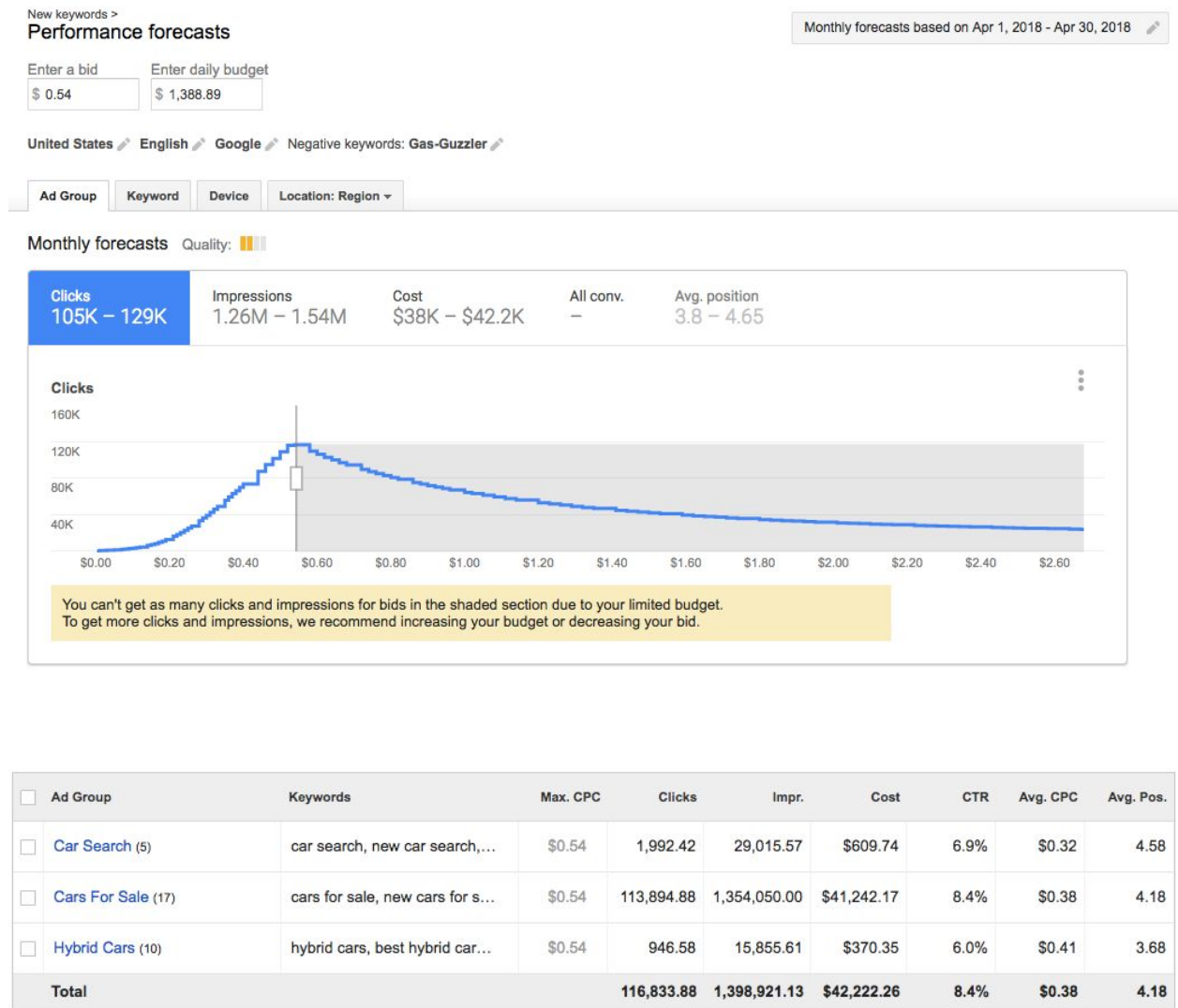
Proposed Success Metrics:

Campaign 1 - Eco-Friendly: Before Optimization

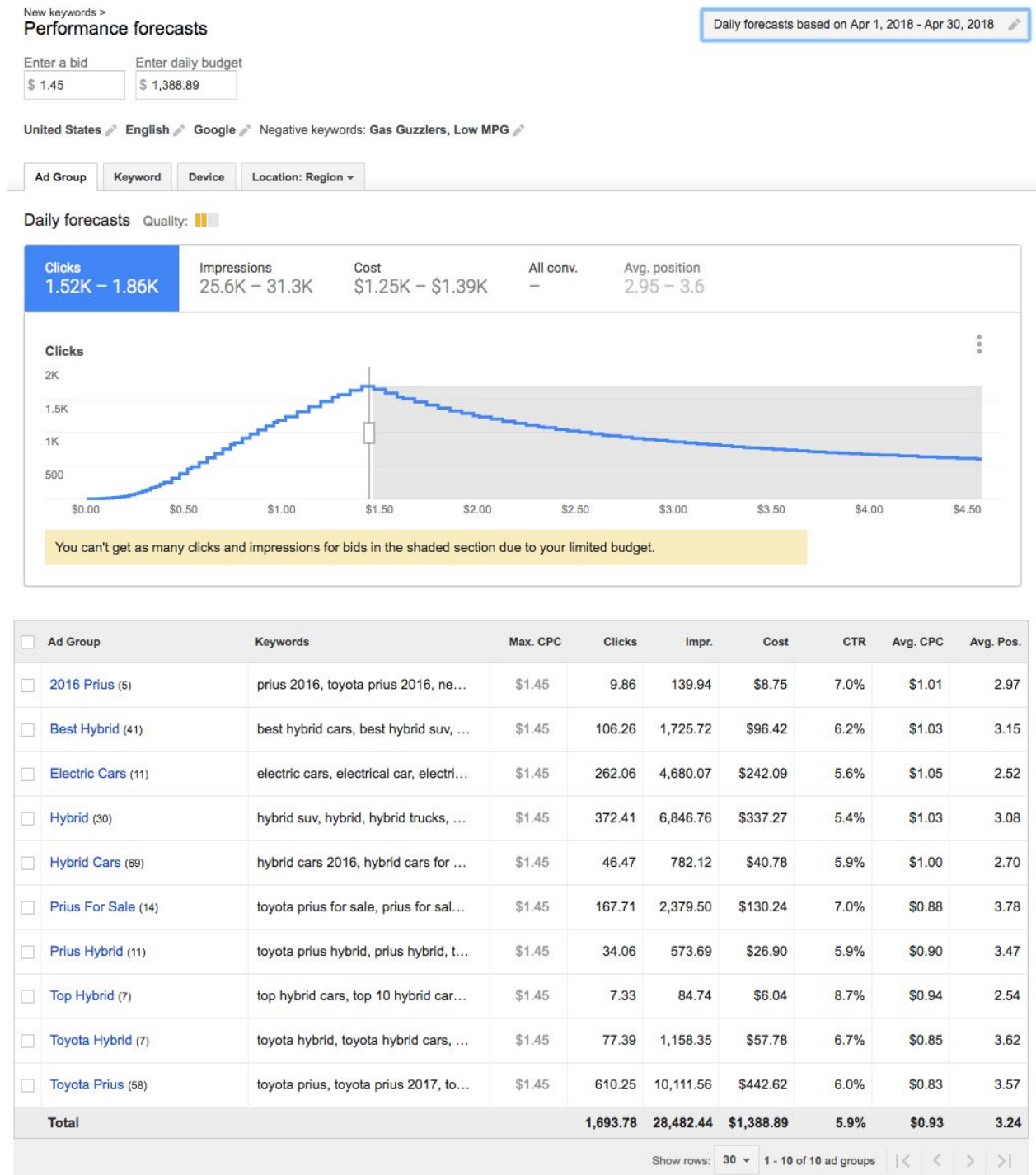


☐	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Hybrid (8)	highlander hybrid, hybrid seda...	\$2.13	2,263.16	39,040.82	\$2,920.25	5.8%	\$1.39	3.23
☐	Hybrid Cars (11)	hybrid cars, best hybrid cars, t...	\$2.13	6,551.90	117,176.52	\$8,783.21	5.6%	\$1.44	2.99
☐	New Hybrid (8)	new hybrid cars, new toyota h...	\$2.13	665.97	10,943.17	\$756.17	6.1%	\$1.22	3.31
☐	Prius Hybrid (9)	toyota prius hybrid, prius hybri...	\$2.13	1,241.71	24,119.01	\$1,481.98	5.1%	\$1.28	3.20
☐	Toyota Prius (32)	toyota prius, toyota prius 2016,...	\$2.13	26,116.74	446,047.19	\$28,280.65	5.9%	\$1.16	3.26
Total				36,839.48	637,326.75	\$42,222.26	5.8%	\$1.23	3.21

Campaign 1 - Eco-Friendly: After Optimization

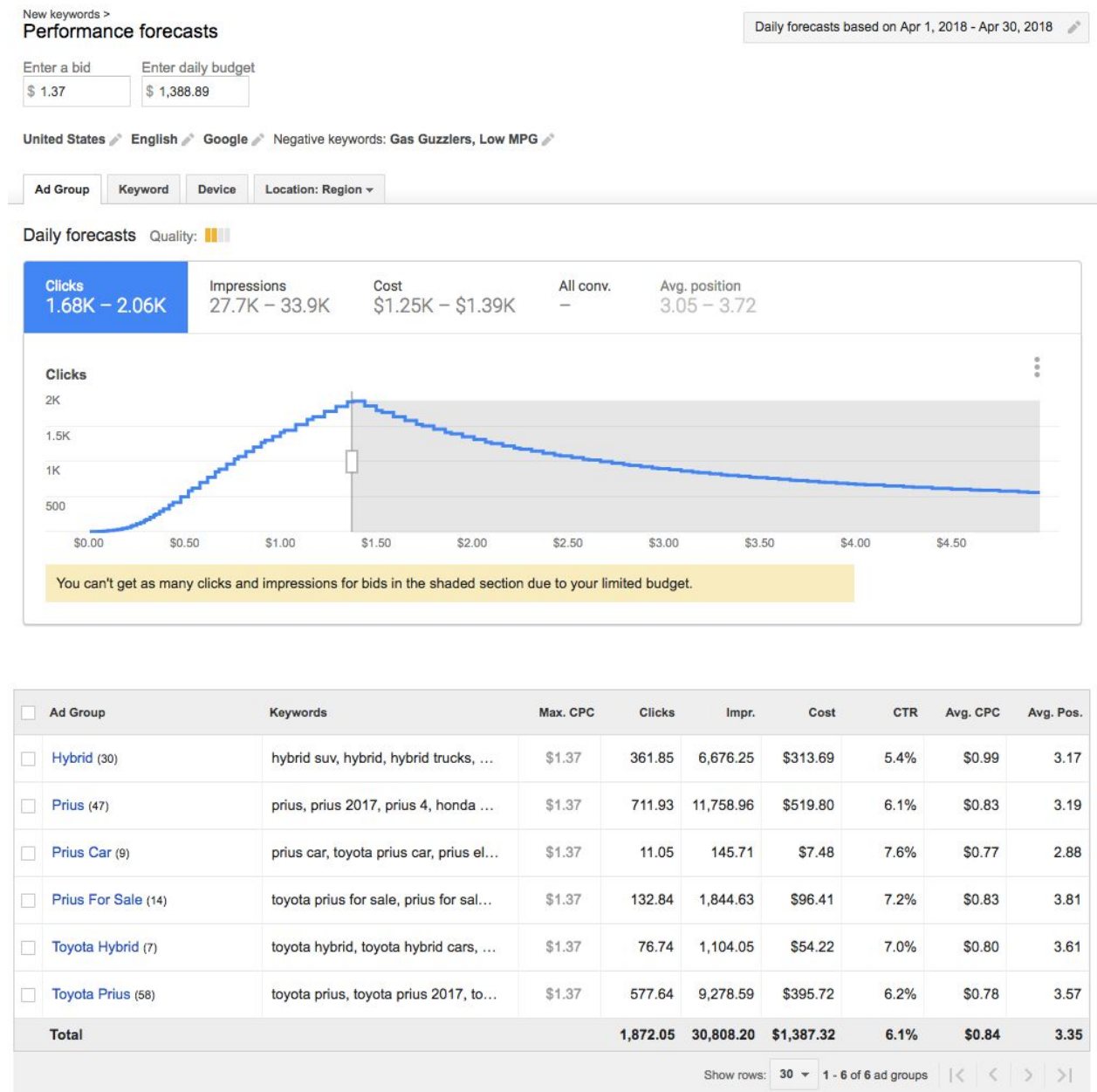


Campaign 2 - Hybrid: Before Optimization



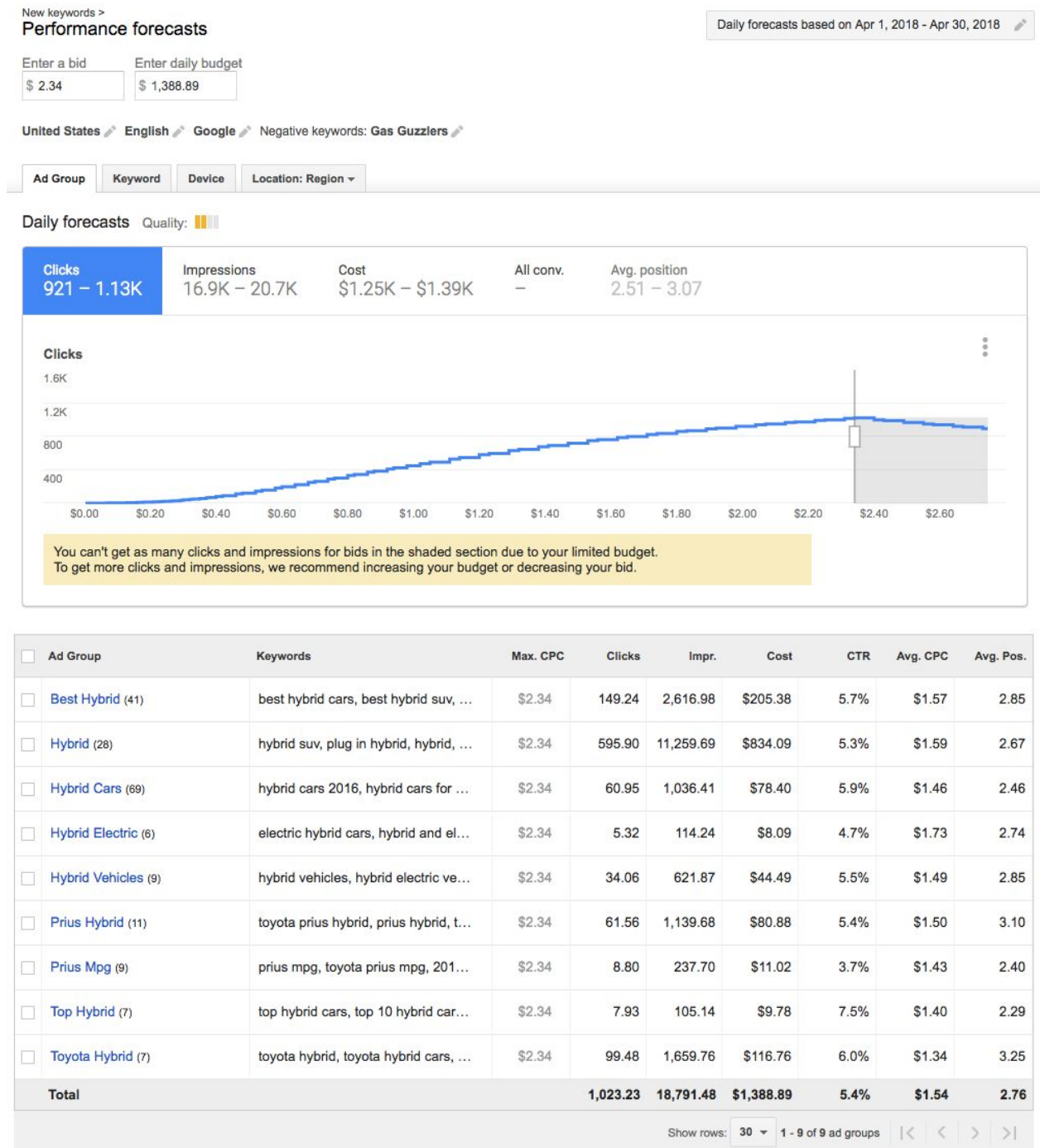
AdWords was glitching and didn't show the proposed success metrics for the full month. Here is the accurate data for the full 30 days: Clicks: 50,813.4 Impressions: 854,473.2 Cost: \$41,666.70

Campaign 2 - Hybrid: After Optimization



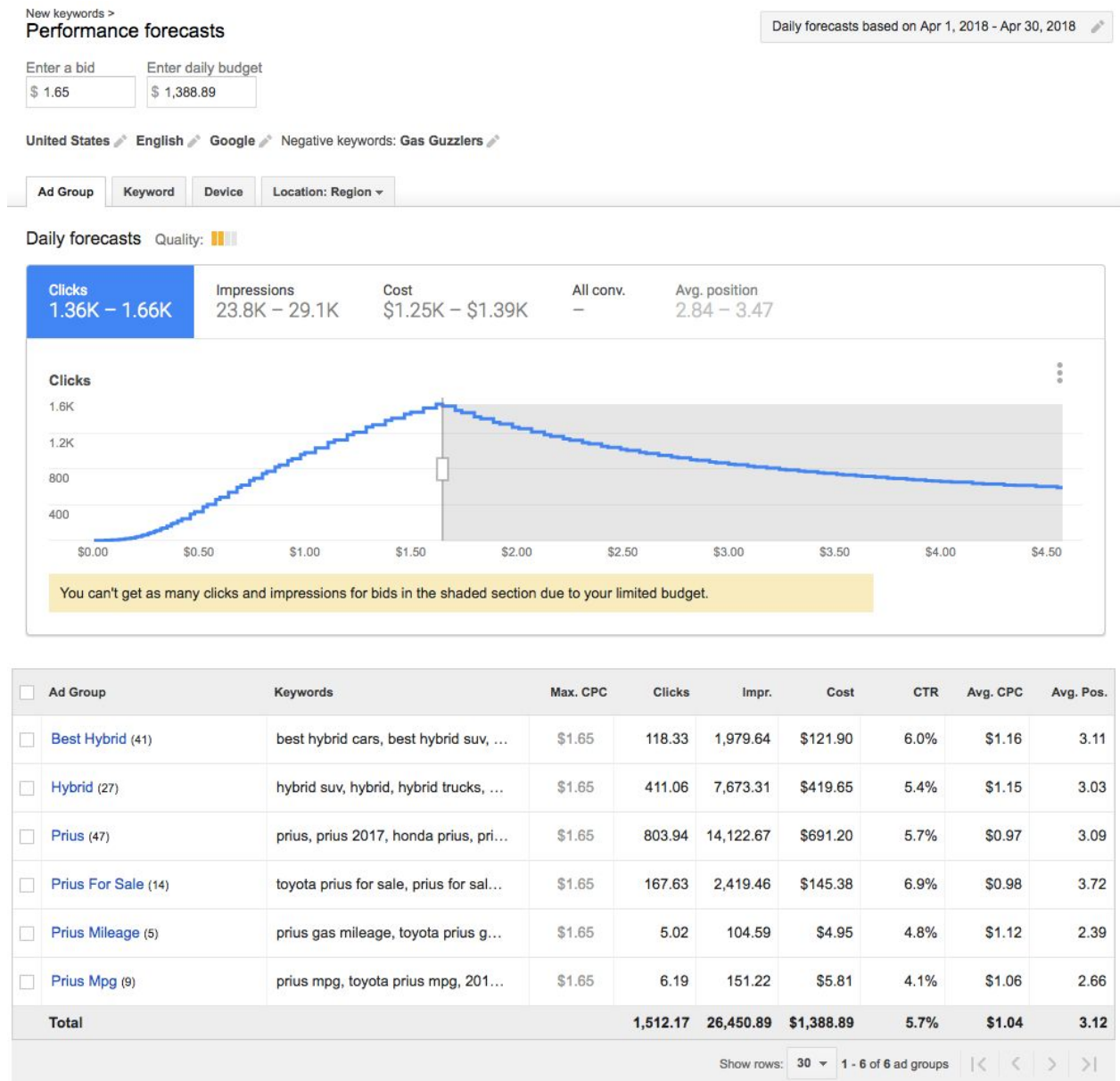
AdWords was glitching and didn't show the proposed success metrics for the full month. Here is the accurate data for the full 30 days: Clicks: 56,161.5 Impressions: 924,246 Cost: \$41,619.60

Campaign 3 - Gas-Mileage: Before Optimization



AdWords was glitching and didn't show the proposed success metrics for the full month, here is the accurate data for the full 30 days: Clicks: 30,696.9 Impressions: 563,744.4 Cost: \$41,666.70

Campaign 3 - Gas-Mileage: After Optimization



AdWords was glitching and didn't show the proposed success metrics for the full month. Here is the accurate data for the full 30 days: Clicks: 45,365.1 Impressions: 793,526.7 Cost: \$41,666.70

Proposed Success Metrics Overview:

	Performances	Campaign 1	Campaign 2	Campaign 3	Total
Monthly	Monthly Budget	\$41,666.75	\$41,666.75	\$41,666.75	\$125,000.25
	Max CPC	\$0.38	\$0.84	\$1.04	
	Clicks	116,833.88	56,161.5	45,365.1	218,360.48
	Ad Impressions	1,398,921.13	924,246.0	793,526.7	3,116,693.83
	Cost	\$42,222.26	\$41,619.60	\$41,666.70	125,508.56
	CTR (%)	8.4%	6.1%	5.7%	
	Avg. Position	4.16	3.35	3.12	
Annual	Monthly Budget x4	\$166,667	\$166,667	\$166,667	\$500,001.00
	Max CPC	\$0.38	\$0.84	\$1.04	
	Clicks	467,335.52	224,646	181,460.4	873,441.92
	Ad Impressions	5,595,684.52	3,696,984	3,174,106.8	12,466,775.32
	Cost x 4	168,889.04	166,478.4	166,666.8	\$502,034.24
	CTR (%)	8.4%	6.1%	5.7%	
	Avg. Position	4.16	3.35	3.12	

Display Ad Campaign

Display advertising is a type of digital advertising with more creative elements and rich media including images, audio, and video of our products. As the second largest ad revenue generating format, just following search engine advertising, display advertising is a determinant of the campaign's success.

Toyota is one of the brand leaders in the automobile industry, but according to qualitative data, we found that most people will not put Toyota Prius into consideration stage when they want to buy eco-friendly cars because they can't recall the specialties or advantages of the Prius. We believe that the Prius still somewhat lacks a competitive edge due to its lack of presence and its display ad campaigns are not attractive enough to convert strangers into visitors.

A successful display ad campaign will help us steer potential audiences to the hybrid sections of Toyota's website, where they will find the many advantages that the Prius has to offer, such as its impressive gas-mileage, safety features, and economically friendly prices. Educating our audience on the benefits of a Toyota Prius will guide those targeted consumers in the consideration stage of their decision journey. Our goal is to lead the target audience to our site thus increasing site traffic and presence of Prius. The key performance indicators for our campaigns should include total number of clicks because the traffic of site is measured through amount of clicks.

The following are top 5 advertising medias shown in Comscore Ad metrix advertisers, which have the highest total impression to target audience. According to the market research, our target audience for Toyota Prius are aged from 25-40 in United States.

Media (site)	Total display ad impression (MM)	Advertising exposed unique visitors(000)	Advertising exposed reach (%)	Average frequency	Display ad estimated spending (000)
Facebook	10,084	16,596	47.5	607.6	\$8,773
Yahoo Sites	2,490	15,150	43.4	164.3	\$37,200
Google Sites	2,059	25,568	73.2	80.5	\$16,505
Microsoft Sites	772	11,429	32.7	67.6	\$8,719
IMGUR.COM	444	1,417	7.2	175.5	\$2,558

	Publisher		Total Display Ad Impressions (MM)	Share of Display Ads	% Composition Display Ads	Composition Index Display Ads	Advertising Exposed Unique Visitors (000)
	Total Internet: Persons: 18-34		39,129	100.0	22.8	100	56,77
	Publisher Sites		N/A	N/A	N/A	N/A	N/A
1	Facebook		14,234	36.4	27.7	121	26,56
2	Yahoo Sites		3,433	8.8	12.2	53	24,29
3	Google Sites		3,277	8.4	29.1	127	41,88
4	Microsoft Sites		1,062	2.7	11.7	51	18,15
5	IMGUR.COM		627	1.6	57.3	251	3,94

We can tell that Facebook is the media with the highest total display of ad impressions and highest average frequency for our target audience. Google Sites have the most advertising exposed to unique visitors and the highest advertising exposed reach. Yahoo Sites has the highest display ad estimated spending.

According to the Ad Metrix media spend on Comscore, we get a basic analysis of the two main competitors' display ad performance from the last year during June 2016 to 2017. June includes their ad impression, estimated spending, and CPM.

Brand	Display ad impression (000)	Display ad estimated spending (000)	CPM
Toyota Motor Corporation	5,172,479	\$44,082	\$8.52
Bavarian Motor Works-Automobile (BMW)	833,349	\$9,736	\$11.68
Ford Motor Company	1,426,188	\$15,572	\$10.91

Advertiser	Total Internet			TV Share of Total Spend
	Display Ad Impressions (000)	Display Ad Estimated Spending (000)	Display Ad Share of Total Spend	
Total Internet	3,049,144,101	\$22,827,658	23.2	59.2
Automobile Manufacturers	26,968,804	\$258,447	2.6	87.8
Toyota Motor Corporation	5,172,479	\$44,082	3.3	86.3
Volkswagen Group	4,661,463	\$10,851	1.7	95.2
Honda Motor Co., Ltd	3,801,370	\$47,519	5.6	82.6
General Motors Corporation	3,449,200	\$41,243	2.3	85.5
Fiat Automobiles SpA - Automobil...	1,554,972	\$18,477	1.9	84.6
Ford Motor Company - Automobil...	1,426,188	\$15,572	1.3	90.3

Nissan Motor Co., Ltd.	1,300,928	\$15,272	2.0	91.4	2.2	1.5	2.8
Daimler AG - Automobile Manufac...	942,717	\$11,729	3.2	85.6	3.5	3.7	3.9
Zhejiang Geely Holding Group	889,585	\$10,849	10.2	84.9	0.7	1.2	3.1
Bavarian Motor Works - Automobil...	833,349	\$9,736	3.7	91.7	2.1	1.3	1.1

After looking at the data, we can tell that Toyota spent more money on display advertising than its competitors during June 2016 to June 2017. Toyota Motor Corporation has earned the most ad impressions, the following was Ford then BMW. According to the result, Toyota had the lowest Cost-per-Thousand impressions, which means it is the most cost-effective one in running this type of campaign than the other brands.

The budget plan for our campaign during January 2018 to April 2018 is \$500,000. The following is our strategic decision using the top five advertising media sites identified above.

Month	Facebook (50%)	Google Sites(20%)	Yahoo Sites(20%)	Microsoft Sites(5%)	IMGUR.COM (5%)	TOTAL
1	62,500	25,000	25,000	6250	6250	125,000
2	62,500	25,000	25,000	6250	6250	125,000
3	62,500	25,000	25,000	6250	6250	125,000
4	62,500	25,000	25,000	6250	6250	125,000
TOTAL	250,000	100,000	100,000	25,000	25,000	500,000

Facebook is the most effective medium choice for Toyota Prius since it has the highest total display ad impression and highest average frequency. Therefore, we will allocate 50% of budget to Facebook and 5% for both Microsoft Sites and IMGUR.COM because they have lower ad impressions.

According to Ad Metrix Advertiser, we demonstrate Toyota's performance table as below and calculate CPM for each medium and total.

Brand	Media	Display ad impression (000)	Display ad estimated spending (000)	Reach %	Average Frequency	CPM
Toyota Motor Corporation	Facebook	118,384	\$103	9.3%	15.0	0.87
	Yahoo Sites	37,860	\$554	6.6%	6.0	14.63
	Google Sites	28,532	\$231	4.7%	4.3	8.10
	Microsoft Sites	25,059	\$302	4.0%	8.8	12.05
	IMGUR.COM	191	\$1	0.6%	4.0	5.23
	Total	411,924	\$3,804	18.5%	11.4	9.23

Advertiser	Total Internet						
	Display Ad Impressions (000)	Display Ad Estimated Spending (000)	Advertising Exposed Unique Visitors (000)	% Reach	Average Frequency	Share of Publisher Ad Impressions	Im
Total Internet	171,349,236	\$1,606,413	196,025	100.0	874.1	100.0	
Automobile Manufacturers	1,868,082	\$17,295	80,269	40.9	23.3	1.1	
Volkswagen Group	417,779	\$823	13,257	6.8	31.5	0.2	
Toyota Motor Corporation	411,924	\$3,804	36,267	18.5	11.4	0.2	
General Motors Corporation	259,403	\$3,101	29,962	15.3	8.7	0.2	
Honda Motor Co., Ltd	230,857	\$2,954	23,377	11.9	9.9	0.1	

We found that in April, 2017, the most display ad impressions, reach, and highest average frequency of Toyota is achieved through Facebook. The display ad estimated spending of Toyota is the highest through Yahoo Sites. The CPM is lowest on Facebook. So, if Toyota's campaign goal is to increase the traffic and total clicks of Toyota Prius then Facebook is the best medium choice and it is also cost effective.

Since we know CPM for each medium, we can now calculate expected ad impressions using the CPM and the budget allocated.

Brand	Media	CPM	Budget	Calculations of display ad impression
Toyota Motor	Facebook	0.87	250,000	$(1,000 * \$250,000) / 0.87\$ = 287,356,322$
	Yahoo sites	14.63	100,000	6,835,269.99
	Google sites	8.10	100,000	12,345,679
	Microsoft Sites	12.05	25,000	2,074,688.8
	IMGUR.COM	5.23	25,000	4,780,114.72
	TOTAL	9.23	500,000	54171180.9

Conclusion

In our PPC campaigns, by spending close to \$41,666.75 for each campaign per month, we expect to earn 3,116,693.83 ad impressions and 218,360.48 clicks per month. In total, during the months from January to April in 2018 it can be predicted that 12,466,775.32 total ad impressions will reach targeted strangers who are potentially interested in buying an environmentally friendly or fuel efficient car, such as the Toyota Prius. Those impressions will then lead to 873,441.92 total clicks that will guide those potential buyers to the Hybrid section of the Toyota website where they will be able to consider the Toyota Prius, a reasonably priced and technologically advanced vehicle that matches one or more of their car-buying criteria, such as environmental impact or miles per gallon. In addition, based on the time frame, it can be assumed that these potential buyers have also recently received a tax refund, giving them an incentive to make a big purchase, such as a car.

In our ad display campaign, with the goal of increasing ad impressions in January to April 2018 by spending \$500,000, we expect to earn a total of 54,171,180.9 ad impressions. Specifically, we expect to earn 287,356,322 ad impressions on Facebook, 6,835,269.99 ad impression on Yahoo sites, 12345679 ad impression on Google Sites, 2,074,688.8 ad impression on Microsoft Sites, and 4,780,114.72 ad impression on IMGUR.COM.