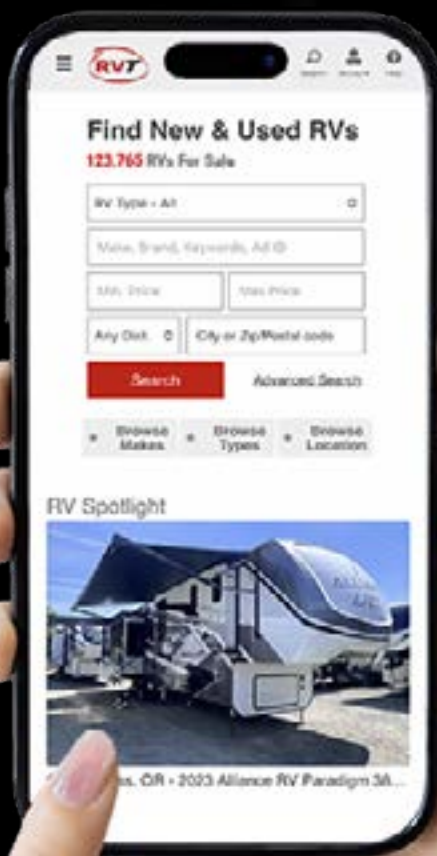




**Trusted by Dealers.**  
**Trusted by Buyers.**

# 2024 Media Planner

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





With over 20 years of experience in the RV industry, RVT continues to be a top source for RV Buyers searching for their next RV.

RVT is committed to helping your dealership generate more leads to help you sell more RVs.

### Our Goal:

#### Connect

RV Buyers to Sellers.

#### Compel

Buyers to Take Action.

#### Convert

More Leads = More Sales.



**24.4** Million

RV Listing Views / year



Nearly  
**1** Million

Unique RV Shoppers / mo.



Over **15,000**

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**

\* Statistics in the media planner are derived from Google Analytics, RVT Admin. Jan 1-Dec 31, 2023.

# Table of Contents

●	RVT's Audience / Your Next Buyer	4
●	Optimize Your RV Advertising	5
●	<b>Step One:</b> List Your Units for Sale	6
●	<b>Step Two:</b> Boost Visibility	7
●	<b>Step Three:</b> Grab Buyer Attention	8
●	<b>Step Four:</b> Own the Search Results Page	9
●	<b>Step Five:</b> Follow Your Buyers	10
●	Powerful Exposure: Ad Bundles	12
●	Dealer Optimizer Sessions	13
●	Your Next Step	14
●	Check Out Our New Tips and Insights Blog for Dealers	15



# RVT's Audience

## Your Next Buyer

Nearly

# 1 Million

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.

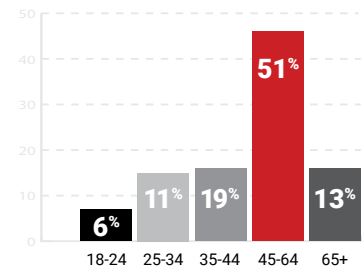


## 62%

of RVT visitors are male

## 38%

of RVT visitors are female

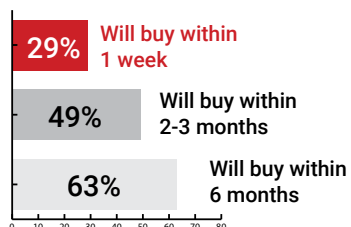


Most RVT visitors are ages 45-64, making up 51% of our audience.

### 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:



To ensure you stay top-of-mind, it's critical to keep your dealership visible to RV shoppers throughout all stages of the buyer's journey.

### Top Searches On RVT By Class:



**35% | Class A**

**15% | Travel Trailers**

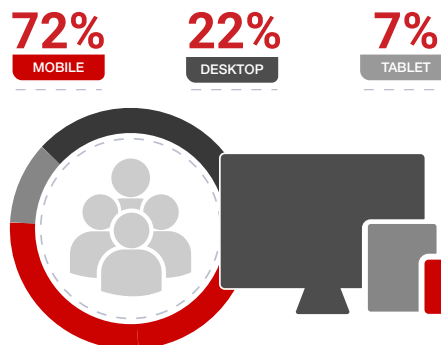
**24% | Class C**

**25% | 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 user experience, 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.



# Step ONE

## List Your Units for Sale

**24.4 Million**

RV Listing Views / year

### 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 the thousands of 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

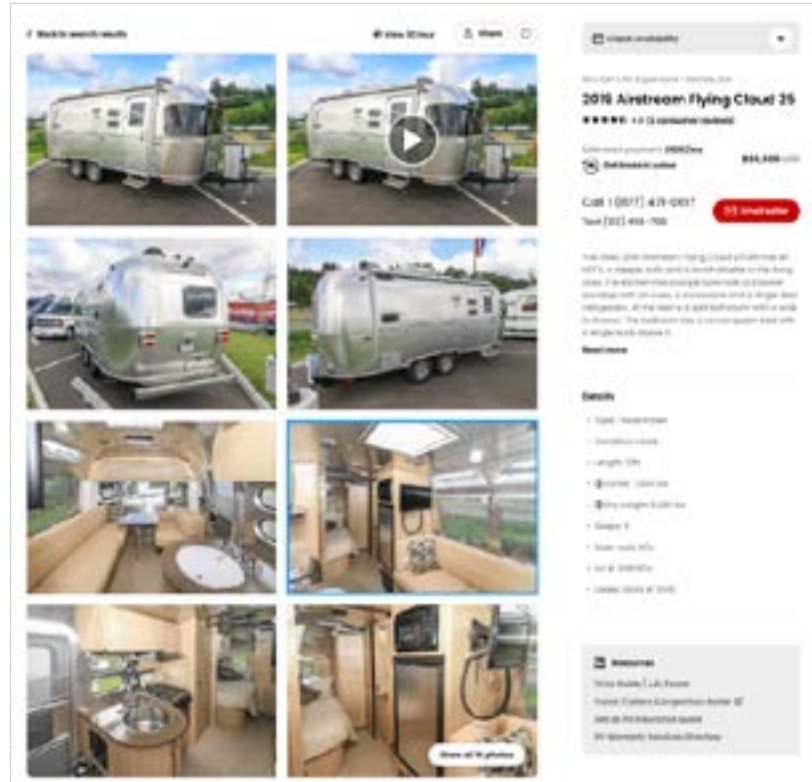
Our AI agent, 'Laurie', keeps your leads warm **at no cost** to you.

"Hi James: I noticed you inquired about that 2022 Newmar Dutch Star 4328 through RVT. Did Sonny's RV's 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:



Facebook  
Messenger



WhatsApp



FaceTime



Skype



Zoom

**1-888-420-1858**



# 2

## Step TWO Boost Your Visibility

### On the Homepage

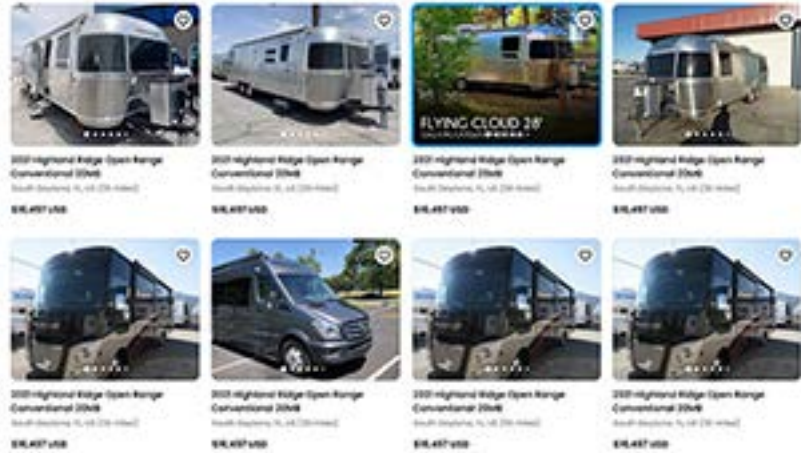
#### Homepage Featured Listings

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

**National:**  
**4X more**  
Views/unit\*

**Regional:**  
**2X 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 5X more Listing Views.

**National:**  
**5X more**  
Views/unit\*

**Regional:**  
**1X more**  
Views/unit\*

#### ▼ SPOTLIGHT



### On the Search Results Page

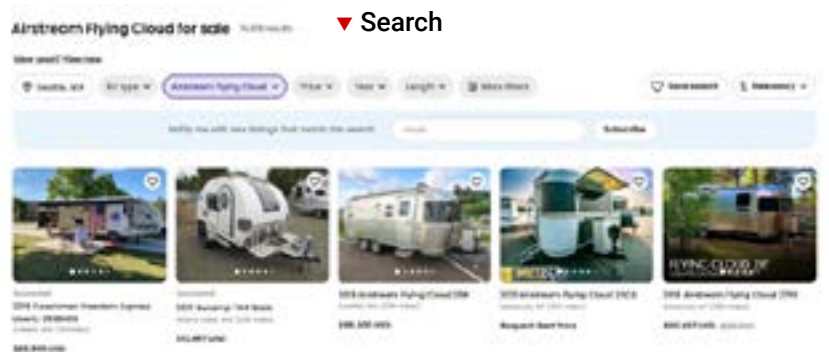
#### Search Featured Listings

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

**National:**  
**5X more**  
Views/unit\*

**Regional:**  
**2X more**  
Views/unit\*

#### ▼ Search

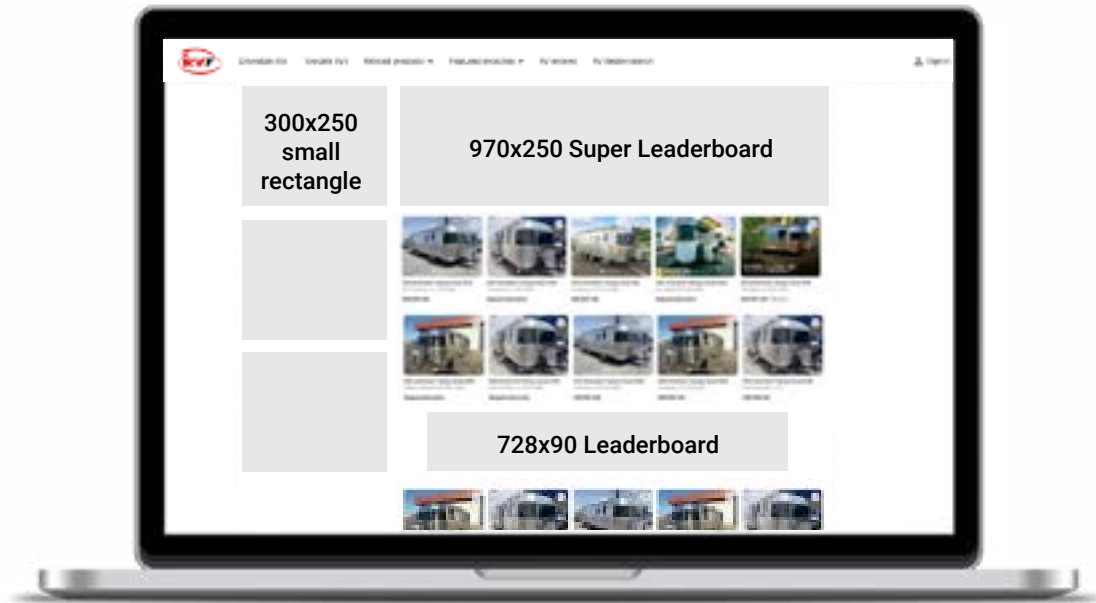


\*Than the average classified listing.  
Google Analytics, RVT admin. Oct 1, 2020 - Sept 30, 2021



## 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 ads are simple to set up and maintain using your inventory feeds. We'll handle it all for you.

**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




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




2022 Airstream Classic 33FB  
\$189,900 USD



2018 Airstream International Serenity 25FB  
\$119,900 USD



2018 Airstream Flying Cloud 23CB  
\$129,900 USD




2021 Airstream Classic 30RB  
\$169,900 USD


**Your dynamic inventory pulled in here**

Your current promotion or dealer information

### Dynamic Native Search Results 900x300px




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




2022 Airstream Classic 33FB  
\$189,900 USD




2018 Airstream International Serenity 25FB  
\$119,900 USD



2018 Airstream Flying Cloud 23CB  
\$129,900 USD



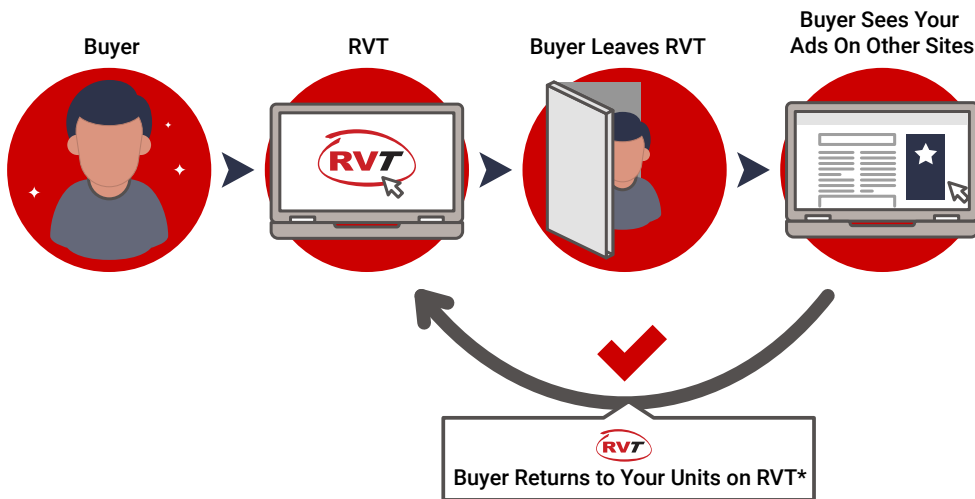
2021 Airstream Classic 30RB  
\$169,900 USD



2018 Airstream Classic 33FB  
\$189,900 USD

# 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.



## Step FIVE

### 'Follow' Your Buyers cont'd



Over 257,000 active RV shoppers have asked RVT to automatically 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.





# 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!**





# 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 technical fine-tuning to ensure your RV Marketing is fully optimized, our experts are here to help.

**Visit [RVT.com/goRVT](https://RVT.com/goRVT) 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 Expert Today

---



**Mike Mason**

Account Executive

**Contact now**

**(833) 619-3067**



**Craig O'Neil**

Sales Executive

**Contact now**

**(833) 344-4857**



**Brent Barrett**

Sales Executive

**Contact now**

**(833) 241-2480**



USA & Canada

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





## Introducing RV Advertiser by RVT

Bringing you timely information, tips, and insights to help your dealership sell more! New articles publish monthly.

**RVAdvertiser.com**



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**Trusted by Buyers.**

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V1Y 9S4

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**Website**  
[rvt.com](http://rvt.com)

