

Airstream Marketing Program Summer AMP 2025

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Agenda

Summer 2025 (May - Jul)

- Why Join?
- Program Structure
- Summer 2025 Advertising Investment Tiers
- Additional Advertising Options
- Marketing Support Tactic Overview

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Why Join?

Why Join?

Drive Sales in your Market

- Dealers enrolled in AMP saw a **AMP dealers saw a 17% lift in unit sales YoY** as compared to unenrolled dealers.
- Participating dealerships saw an average of **75 more dealership visitors** per month.

APA Coverage

- **50% coverage** on all storefront offerings
- APA TT/TC account will be billed for 50%, dealer will be invoiced for remaining balance.

Promote Inventory with RV Trader

- Get an Airstream exclusive **20% discount on RV Trader VIN promotions & Meta Catalog ads** by going through the AMP program.
- Advertise your listings of **new Airstream units on RV Trader.**
- **Leads delivered directly to your dealership.**

Increased Lead Volume

- **200%+ Travel Trailer Leads** as compared to dealers that do not enroll.
- **300%+ Touring Coach Leads** as compared to dealers that do not enroll.

[A La Carte] New Tactic for Summer: RV Trader Meta Catalog Ads

Get your new Airstream inventory featured to active users of RV Trader on Meta. Utilizing proprietary data and best practice inventory ads, this tactic drives leads directly to your dealership who inquire on specific models. Feature models on your lot to maximize your lead volume and move units off your lot.

Leverage the extensive audience of RV Trader (1.6M people) to target your territory with ads that are proven to convert. Ensure that your dealership and available inventory reaches beyond the RV Trader marketplace to maximize your impact.

Save 20% exclusively during Summer AMP

~~\$2,640~~ - ~~\$6,000~~ original pricing

\$2,200 - \$5,000 AMP pricing per quarter



Facebook Mobile Feed



General Search Results



Mobile Marketplace Feed

What's New, Stayed, or Changed

Continued Offerings

- **RV Trader VIN promotions** (*exclusive 20% discount*)
- **Revamped reputation management** - built to drive Google Reviews for your location, monitoring still included
- **Co-Branded Email Support** - Engage leads in your territory through professionally designed email campaigns that deliver measurable results. Initial pilot programs have seen lifts in sales volume and dealership foot traffic.
- **VIN Based Display** - Promote actual units on your lot to individuals actively searching for them.
- Lead gen advertising packages (both model and content-focused campaigns) to maximize quality lead gen.
- Marketing support options (social media management, reputation management, and foot traffic territory report.

What's Changed

- **Right-sized tactics** - Take advantage of smaller investment tiers and more a la carte tactics to build the perfect program to complement your own marketing efforts.
- **Drive traffic directly to your website** through a variety of integrated digital marketing tactics. This tactic offers the best of Airstream's audience data & research in combination with exclusive creative to drive traffic back to your website.

Discounted Support

- **RV Trader VIN promotions** (*exclusive 20% discount*)
- **RV Trader** (*exclusive 20% discount*)
- **Foot Traffic Report** (*save \$250*)
- **Co-branded email** (*save \$500*)

Program Structure

Lead gen tiers and a la carte options can be enrolled in separately or together to drive best performance

Lead Gen Tiers

- Traditional AMP tiers that have varied investment levels for travel trailer and Touring Coach.
- **Lead Gen Content:** These tiers drive leads for your choice of model specific brochures or guides.
- **Channels:** Lead gen tiers run on both Meta & Display dependent on investment tier and drive most efficient cost per lead of any AMP tactic.

A La Carte Options: *Available for individual enrollment*

Advertising Options

- VIN Display advertising
- CTV
- Lead Generation Custom Amounts
- Paid Search
- RV Trader Enhanced Ad Programs
- RV Trader Meta Campaigns

Marketing Support Options

- Placer AI dealership foot traffic reports
- Email lead nurture program
- Social media management
- Reputation management



Advertising Tactics

Summer AMP Lead Gen Tiers Breakdown

A la carte options available for individual or additional enrollments

Content:

- Quality or Comparison Guide Campaigns
- Model Specific Campaigns

Channels:

- Social
- Display

KPI:

- Leads delivered to dealer
- Units Sales

Drive to:

- Airstream Corporate Website

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Touring Coach	Foundational	Lead Gen	Product Marketing
Guide Lead (Meta & Display)	✓	✓ Additional spend	✓
Product Lead Program (Meta & Display) Select up to 4 units			✓
Investment	\$4,000	\$6,000	\$8,000

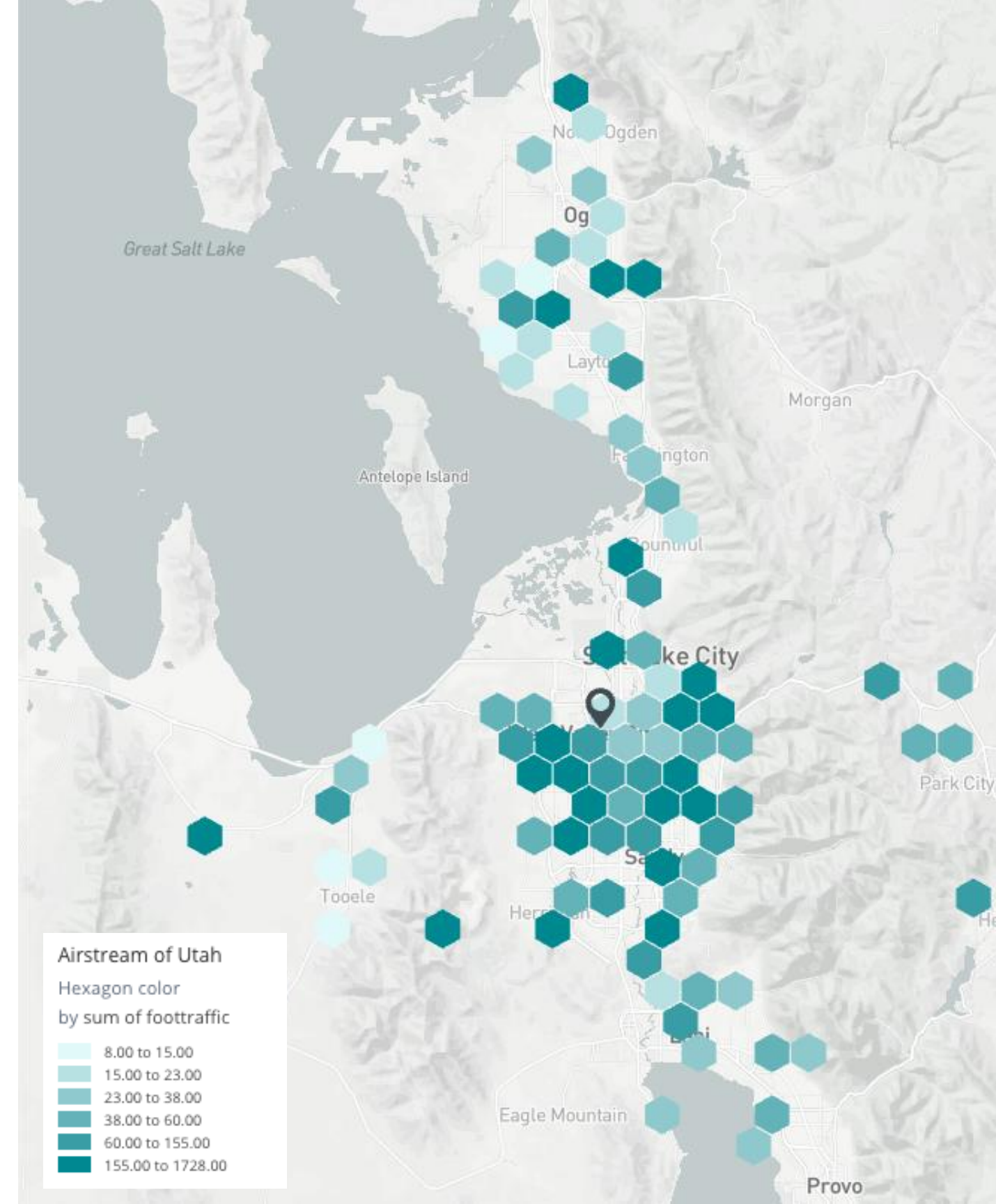
Travel Trailer	Foundational	Lead Gen	Product Marketing
Guide Lead (Meta & Display)	✓	✓ Additional spend	✓
Product Lead Program (Meta & Display) Select up to 4 units			✓
Investment	\$5,000	\$10,000	\$15,000

[A La Carte] Localized CTV Deployment



Targeting:

- Target areas where individuals come to your market from
- Geofenced other RV Dealers in your territory
- Consumers actively searching/shopping for RVs near you
- Validated for appropriate HHI and age



[A La Carte] RV Trader Placement Overview

Starts at \$2,500 - 20% savings on all offerings.
Save up to \$1,000 on RV Trader Programs Geo-targeted, providing consumers with results that are personalized to their location & search results.

Featured Ads:

Appear on the Homepage as well as at the top of the buyers' Search Results page on all platforms.

Premium/Premium Select:

Airstream inventory at the top of the Search Results page, and highlighting your listings across all devices.

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The screenshot displays the RV Trader website interface. At the top, a green navigation bar includes the RV Trader logo and links for FIND RVS, SELL, RESEARCH, RV REVIEWS, RV DEALERS, PARTS, RV PARKS, and BLOG. A secondary bar offers links to View Makes, View New, View Used, and View States. A prominent orange banner advertises 'Black Diamond Trails at Your Doorstep. Big adventures, small trailer. AIRSTREAM' with a 'See Inside' button. Below this, a search filter sidebar on the left allows users to save searches, clear all, and filter by location (zip 20112, radius 150 miles) and price. The main content area features a 'Featured Ads' section with four cards: a 2018 Forest River SONOMA (\$22,000), a 2014 Itasca SUNOVA 30 (\$93,000), a 2019 Coachmen LEPRECHAUN... (\$15,000), and a 2015 Pleasure Way PLATEAU XL (\$89,999). Below these, a section titled '1,027 RVs for sale near Norfolk, VA' shows 'Premium Select' and 'Premium' listings. The 'Premium Select' listing is for a New 2023 Crossroads Fifth Wheel RV Volante 251BH at \$68,000, with contact information for John's RVs. The 'Premium' listing is for a Used 2014 Itasca Class A RV SUNOVA 30 at \$92,999, with contact information for Snyder's RVs. Both listings include 'Make an Offer' and 'Email' buttons.

[A La Carte] VIN Based Advertising

Starts at \$5,000

Advertise units that are sitting on your lot to geofenced audiences of other RV dealerships, campgrounds, and outdoor stores in your area in addition to premium keyword-based ad inventory. **These ads drive individuals to your dealership website to check out units being advertised.**

Steps to Advertise Inventory:

1. Dealer enrollment
2. Dealer product selection
3. Scrape inventory from site (dealer site must list inventory with product images)
4. Feed inventory into display ads
5. Target ads based on geofencing and user searches



[A La Carte] Paid Search

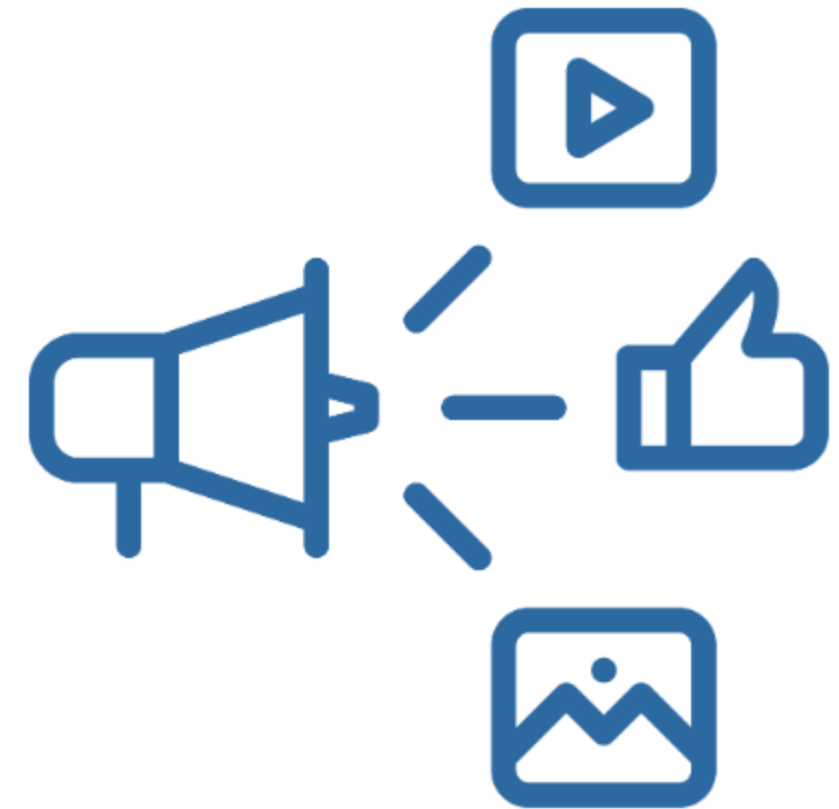
Starts at \$5,000

Place your dealership at the top of search results with paid search that drives traffic directly to your dealership website.

Highlight products, features, and win prospects in your territory.

Steps to Activate Paid Search to Your Website:

1. Dealer enrollment
2. Onboarding Call for Account Setup
3. Campaign Launch
4. Work the leads that come through





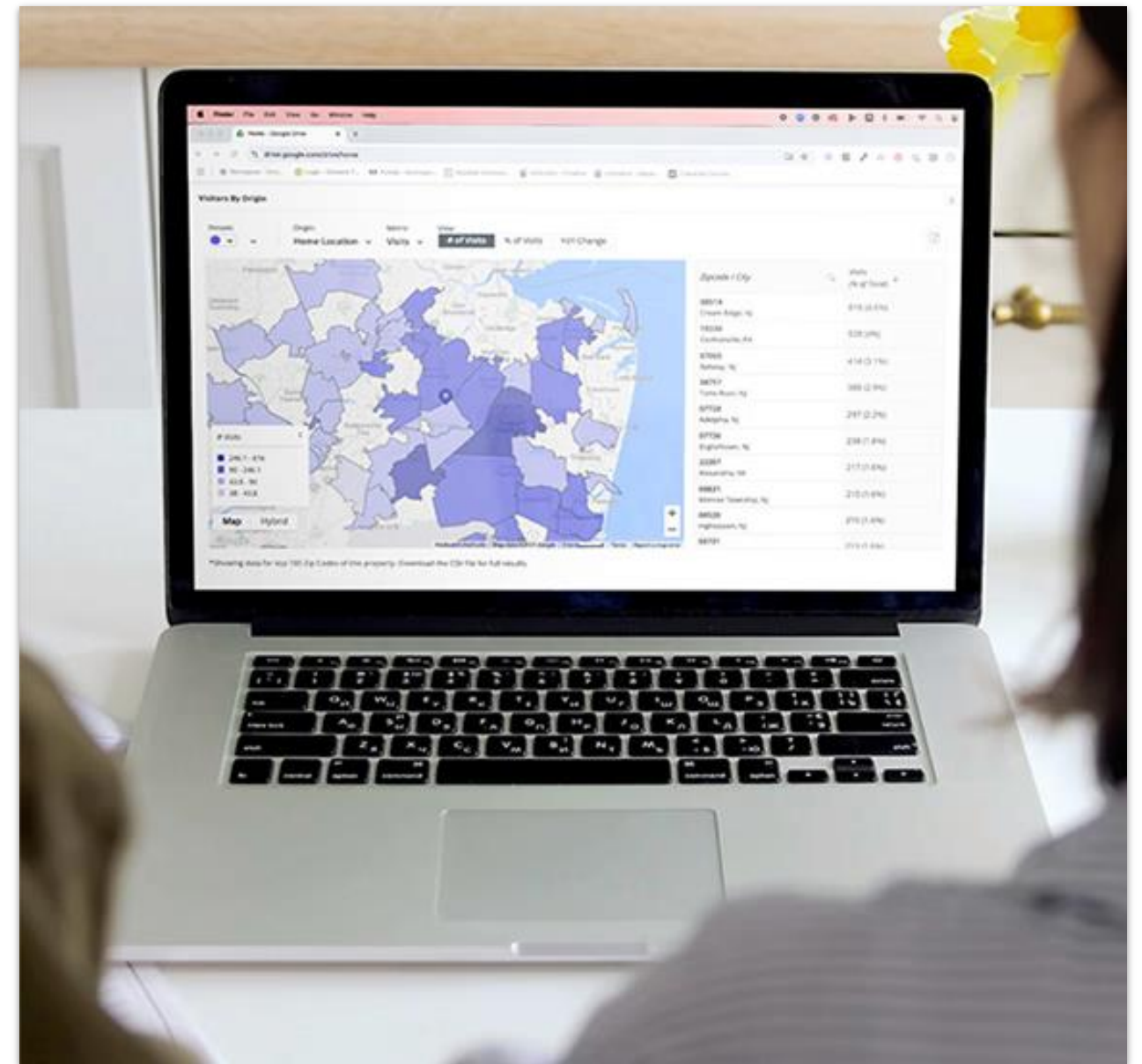
Marketing Support Tactics

[A La Carte] Foot Traffic Territory Reports

Now \$600 per report (was \$850) during Summer AMP.

Get a report of foot traffic volume to your dealership over the last 12 months. This includes, trends, demographic data, origin reports, and graph of most common roads/areas visitors to your dealership frequent. Key report features include:

- **Trade Area:** This report covers the areas where most of your prospects are coming from to get to your dealership. Through this report you can refine your marketing efforts to only focus on the areas in your market where your best prospects live.
- **Visitor Trends:** Track visit volume to your dealership and look for trends throughout the year. Using this data in tandem with your sales data will help to drive better marketing efforts, promotion schedules, and maximize your in market efforts.
- **Demographic Data:** Using Census Data, this report gives persona data that allows you to have better audience criteria to deploy your marketing to. Drive efficiency and effectiveness through thorough targeting and messaging that resonates with the audience visiting your showroom.
- **Customer Journey Report:** See where your visitors go before and after coming to your dealership. This data helps you develop partnerships with brands in your territory, deploy promotions, and refine your sales approach.



[A La Carte] Co-Branded Email Campaigns

Was \$2,000

Now \$1,500 per quarter

Engage leads in your territory through professionally designed email campaigns that deliver measurable results. Initial pilot programs have seen lifts in sales volume and dealership foot traffic.

Email content focuses on Airstream quality, lifestyle, and dealer experience. All emails drive directly to your website.

Pilot Results:

Pilot dealers saw a sizable foot traffic lift as compared to other Airstream dealers.

- Month over month lift of +10%
- Year over year lift of +3%

Specific Email Results:

- Quality Email: Open Rate: 13.64% | Click Rate: 4.91%
- Dealer Experience: Open Rate: 11.09% | Click Rate: 2.16%
- How to Buy an Airstream: Open Rate: 11.6% | Click Rate: 2.04%



[A La Carte] Google Review Driver - Enhanced Reputation Management

Enroll in the revamped reputation management program to drive more reviews to your dealerships.

Reviews Drive Revenue & Amplify All Of Your Marketing

- Improve your SEO & Organic Rankings
- Increase the efficiency of your paid advertising through AMP and other channels
- Drive more leads, foot traffic, and sales
- Drive long term value to your location

Pilot program saw **reviews increase up to 400% post program deployment.**

\$2,000 per quarter





Enroll Now

MOST TRAVELED TRAILER

ROTTERDAM	AMSTERDAM	VIENNA	PARIS	ALASSIO	DOVER
BRUSSELS	ARNHEIM	ZURICH	VICHY	DIANA MARINA	LONDON
THE HAGUE	COLOGNE	LUCERNE	BIARITZ	JUAN-LES-PINS	SOUTHAMPTON
MADRID	FRANKFURT	LUGANO	ANTIBES	LYONS	CARDIFF
MARSEILLES	WEISBADEN	MILAN	STRASBOURG	AMIENS	BIGGLESWADE
ROME	HEIDELBERG	VENICE	FONTAINBLEU	DUNKIRK	LEEDS
BERNE			NAPLES	AVIGNON	NEWCASTLE
			LIVORNO	NEUILLY	BIRMINGHAM

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