

Services Extend

via mobilis
Extend

Digital solutions for the world of industrial
vehicles and equipment



WHO ARE WE?

Our mission

The Via Mobilis Group websites bring together buyers and sellers of used vehicles and equipment

Our objective is to offer a range of services adapted to the needs of professionals in different sectors (transport, handling, construction, agriculture) through a network of 4 sites 100% specialised in advertisements for heavy goods vehicles, public works equipment, handling equipment and agricultural equipment.

Key figures in 2023



+ 5 000
professional clients



+ 3,2 M
monthly visits

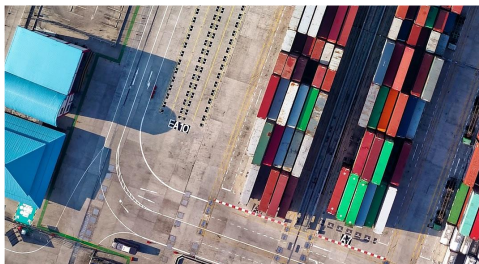


+ 80 000
newsletter subscribers



40 countries
20 languages

Leader In the heavy goods vehicle industry in France, Spain & Portugal



International network



Paneuropean and beyond network

More than 3.2 M. visits per month



The Via Mobilis Group in 2023



5,000 professional customers



210,000 online ads



4 million* monthly visits **from industrial vehicles and equipment professionals**



46 million* ad views per month



+140,000 leads* per month



Global network of 200 websites



Operations in over **40 countries**



Sites translated into **20 languages**



50 employees



Teams in France, Italy and Poland







100% French in-house technical team

* (2023 figures)





Via Mobilis Group statistics in 2023

SITES

	Planet Trucks	Europe Constructio Equipment	Europe Forklift	Europe Agriculture
 No. of monthly visits	1 000 000	250 000	25 000	115 000
 Pages viewed	4 600 000	700 000	76 000	410 000
 Average session length	00:03:27	00:02:45	00:02:02	00:02:18
 Average bounce rate	37 %	36 %	38 %	35 %

Via Mobilis Group statistics in 2023

MAIL

	Planet Trucks	Europe Constructio Equipment	Europe Forklift	Europe Agriculture
 Target	5 500 sellers 95 000 buyers	3 000 sellers 30 000 buyers	800 sellers 3 000 buyers	3 200 sellers 6 000 buyers
 Average open rate	32,7 %	33,2 %	32,8 %	27,5 %
 Average click-through rate	1,7 %	1,3 %	1,7 %	1,5 %
 Average response rate	3,8 %	3,8 %	5,1 %	5,3 %

Via Mobilis Group statistics in 2023

ADVERTISING IMPRESSIONS

/ 4 WEBSites

CTR



0,30%
display



0,60%
native

CPM

from €1 to €10 depending on objectives
and targeting

NEWSLETTER



+ 65 000 subscribers

20 % open rate



+ 15 000 subscribers

17 % open rate

NEWS

Monthly audience :

15,000 page views

Monthly audience :

9 500 page views

via mobilis

Extend

The **Via Mobilis Group** opens its new branch, **Via Mobilis Extend**.

An agency that **supports professionals** in the heavy goods vehicle, public works, handling and agricultural sectors in the development of **their digital communication**.

Awareness – Lead generation – Brand image – Data – Digital transition



Display Banners
& Native Ads



Sponsored
Content



Webinar



Social
media



E-mailing



Retargeting



Website,
e-shop



Branding

Exploiting the digital channel

with the qualified audience of the Via Mobilis network



DEVELOP YOUR IMAGE
and your notoriety on
the web



TO MAKE YOURSELF KNOWN
of your website



[Visit the site](#)



**ADDRESS YOU TO
A TARGETED AUDIENCE**
to pass your messages only to the
professionals who interest you



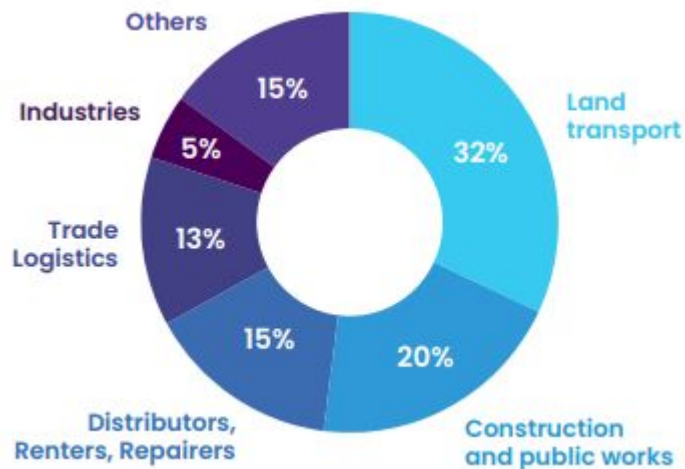
**ACQUIRE NEW
CUSTOMERS**
and develop your
turnover



**INCREASE YOUR
VISIBILITY**
to make your company
and your services known

Contact a database of buyers of industrial vehicles and equipment

Sectors of activity



Targets profiles

Company managers, Executives
Fleet managers
Sales managers
Salesmen
Purchasing Manager
Logistics Manager
Vehicle maintenance
Garage managers

Discover all our services

Marketing and Communication



DISPLAY BANNERS

The simple and effective format to be seen

Publication of display banners on our websites (more than 3,2 million visits per month).



E-MAILING

Prospecting and building customer loyalty

Creating and sending e-mailings to our large qualified database to promote your company.



SPONSORED CONTENT

Share your news

Writing and publishing an article about your company and your products/services.



LANDING PAGE

Qualified leads generation

Creating an advertising web page dedicated to the presentation of a service or an event.



WEBINAR ORGANISATION

An innovative solution to promote your company

Let us guide you in the organisation of your live event.



SOCIAL MEDIA

Development of your notoriety

We post your ads on our social media for you to sell faster.



RETARGETING

Stay visible

Setting up retargeting on your ads.



WEBSITE, E-SHOP

Obtain a new sales channel

Creating a showcase website from a template and broadcasting your ads



GRAPHIC DESIGN SERVICES (PRINT/POS/VIDEO)

Entrust us with your marketing campaign

Creating your different communication materials.
Coordinating on the web or points of sales.



SEA CAMPAIGN / SEO CONSULTING

Stay visible in search results

Setting up an SEA campaign as well as
providing SEO consulting for a more efficient
strategy.



BRANDING

Improve your brand image

Creating or optimising your brand image
(logo, communication material, website...).



MARKET DATA

Strengthen your sales strategy

We provide you with key data on
request.



TAILOR-MADE API

Connect your solutions to ours

We connect 2 softwares/services together to
exchange data and features.



CALL TRACKING

Don't miss any more calls

Setting up call tracking on a selection of phone
numbers and sending a daily report.



Banners



Creation of visuals

by the Via Mobilis team of web designers
in accordance with the client's graphic charter



Broadcasting of banners

on the network of specialised websites and in the monthly
newsletter Europe-Camions.com (France)



Targeting the audience

by country (Europe, Africa, Asia, South America), sector
(HGV, Public Works, Agri), category (trucks, excavators...)



Performance statistics

provided on request at the end of the campaign, visibility
on the additional traffic brought

Several formats depending on your objective (generation of incoming requests, notoriety..):

The **native banner** is in our listings and looks like an ad



The **display banner** can be in different locations !



Display banner

The **display banner** can be in different locations: Skyscraper, Megabanner, Skin, Premium, etc.

+ The benefits

- More visibility
- Drive traffic to your website
- Generate leads

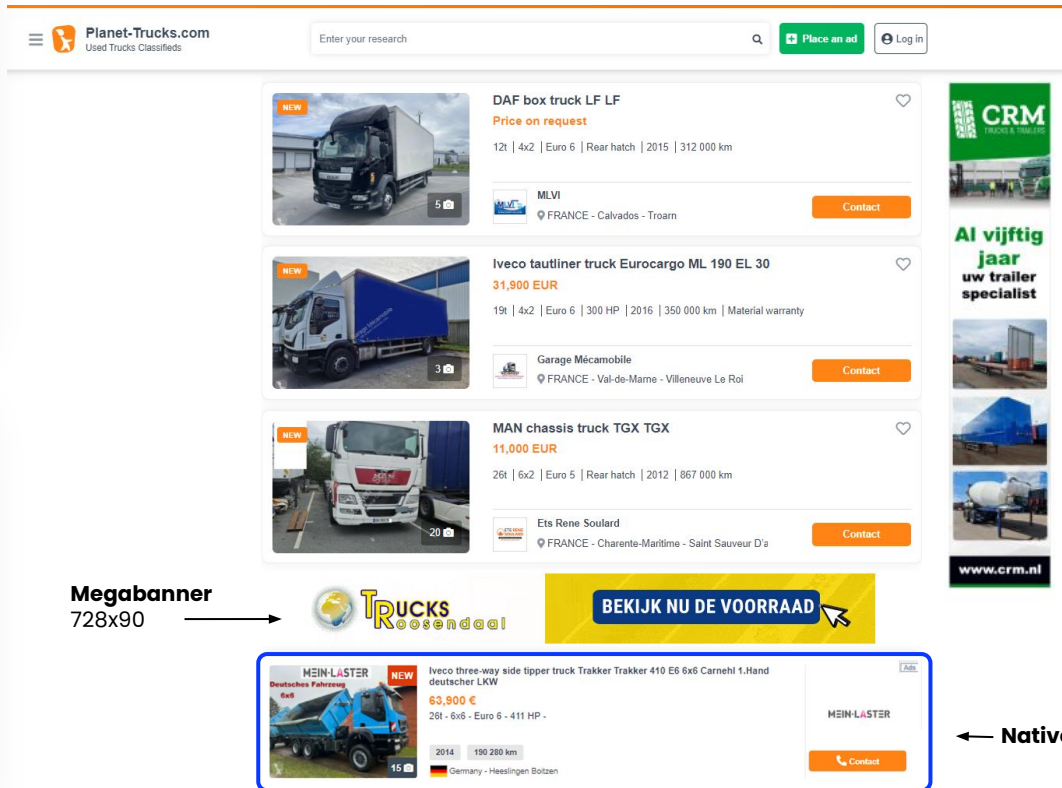
Native banner

The **native banner** is located in the listings and looks like an ad.

+ The benefits

- Highlighting an ad
- Ad does not move in listing
- Generate 3 times more leads

Skyscraper
120x600



The screenshot shows the Planet-Trucks.com website. At the top right, a 'Skyscraper' banner (120x600) is indicated. The main content area displays three truck listings:

- DAF box truck LF LF**: Price on request, 12t | 4x2 | Euro 6 | Rear hatch | 2015 | 312 000 km. Contact: MLVI, FRANCE - Calvados - Troarn.
- Iveco tautliner truck Eurocargo ML 190 EL 30**: 31,900 EUR, 19t | 4x2 | Euro 6 | 300 HP | 2016 | 350 000 km | Material warranty. Contact: Garage Mécamobile, FRANCE - Val-de-Marne - Villeneuve Le Roi.
- MAN chassis truck TGX TGX**: 11,000 EUR, 26t | 6x2 | Euro 5 | Rear hatch | 2012 | 867 000 km. Contact: Ets Rene Soulard, FRANCE - Charente-Maritime - Saint Sauveur D'a.

On the right side, there is a vertical 'Skyscraper' banner for CRM Trucks & Trailers with the text 'Al vijftig jaar uw trailer specialist' and the website 'www.crm.nl'.

At the bottom, a 'Megabanner' (728x90) is shown, featuring a 'TRUCKS Reesendaal' logo and a yellow button that says 'BEKIJK NU DE VOORRAAD' (View the stock now).

Below the Megabanner, a 'Native banner' is highlighted, showing a listing for a 'MEIN-LASTER' Iveco three-way side tipper truck. The listing includes the price '63,900 €', year '2014', and mileage '190 280 km'. The text 'Germany - Heeslingen Boitzen' is also visible.

← Native



Banners

		HOME PAGE		LISTINGS		TECHNICAL SHEET		USER ACCOUNT		NEWSLETTER	
Our formats		SIZES									
SKIN	1915 x 800 pixels										
SQUARE	250 x 250 pixels										
PREMIUM	848 x 230 pixels										
MEGABANNER	728 x 90 pixels										
SKYSCRAPER	120 x 600 pixels										
NATIVE	Customize										
MOBILE	320 x 100 pixels										
NEWSLETTER	600 x 70 pixels										
SPONSORED ARTICLE	Customize										

RATES

from 150€ / month

Key figures

3.2 million monthly visits of professionals

80,000 newsletter subscribers (HGV and Construction equipment France)



Emailing



Tailor-made creation

Drafting of the mailing according to your needs by our team, or integration of html file, test sending for validation



Sending

To a **database provided by you**, or to the Via Mobilis database qualified and segmented by country, sector, buyer search criteria, ...



Statistical reports

Transmitted at the end of the campaign, visibility on the leads and additional traffic brought



RATES

Consult us

Key figures

A qualified base of over **12,000** sellers and **110,000** buyers



Sponsored news

Enhance your expertise and give your company credibility !



Writing, translation & publication of articles

The international team of Via Mobilis translates before publication in the news section of the websites.



Newsletter

The news appears in the monthly Newsletter (France HGV and Construction equipment), for even more visibility.



Social networks

Sponsored content shared on Via Mobilis Group's social networks to reach our entire community (Facebook, Twitter, LinkedIn, Instagram).



Backlink

Adding a link in the body of the text that redirects to your site.



PRICE LIST

From 600€ onwards

Key figures

18,000 page views per month on the News section (France HGV and Construction equipment)

80,000 newsletter subscribers (France HGV and Construction equipment)

30 000 social network subscribers (France & Europe)



Landing page



Creation of a web page

Creation of a dedicated web page for your event or product launch.

We collect information about a user through a form.



Statistical reports

Transmitted at the end of the campaign, it gives you visibility on the leads registered and the traffic generated on your site.



RATES

from 199€ for the creation
29€/month management fee

Key figures

The conversion rate is between **5 and 20** times higher than on a website.



Webinar



Complete organisation of the sequence

Support in the creation of the content and the technical part.



During the webinar

Recording of the conference, assistance during the live event. You can interact with your audience.



Promotion of the event – Audience recruitment

Creation and sending of invitation emails, placing of banners on the websites and the Via Mobilis newsletter.



After the webinar

Transmission of the list of participants and the replay link



RATE

From 5 900€ onwards

Key figure

At least 30% of webinar participants become qualified leads.



Social networks



Creation of publications

to highlight your news, promote your vehicles or equipment, give your company credibility and generate traffic to your site.



Creation and management of your pages

On Facebook, Instagram, LinkedIn and Twitter. Build customer loyalty, communicate easily and instantly and manage your reputation.



Sharing and sponsoring

of your posts on the social networks of the Via Mobilis Group, in order to conquer new customers, develop your notoriety and your visibility.



RATES

Creation and management of pages: contact us

Post sharing: **79€ + sponsoring according to budget**

Key figures

35 000 subscribers to the social networks of the Via Mobilis Group



Retargeting

in 5 steps

1



A user sees your ad on a
Via Mobilis website

2



They left the website and
continue to surf the Internet

3



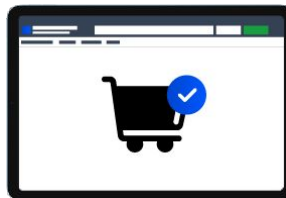
Your ad appears as an ad
on other websites

4



The user clicks on this ad and
comes back to your ads

5



The user becomes
a potential buyer

Retargeting

Campaign management and monitoring

With retargeting, you **receive up to 3 times more leads** on your used car and equipment ads. This process allows you to attract/convince the user.

Effective for **targeting an audience** of used car and equipment buyers.

Our SEA expert will take care of the creation and follow-up of your campaign.



More than **80** retargeting campaigns implemented in 2022

RATE

Excellent performance from a budget of of **300 € /month**.

Key figures

Average increase in the conversion rate of sellers by **150%**.





Creation of websites



Our teams create a **100% secure website**, adapted to the world of Industrial Vehicles and equipment, to promote your expertise and give your company credibility.



Customizable and unique, compatible with all media, we take care of the translation and optimize the referencing for a **better visibility!**

RATES

Consult us

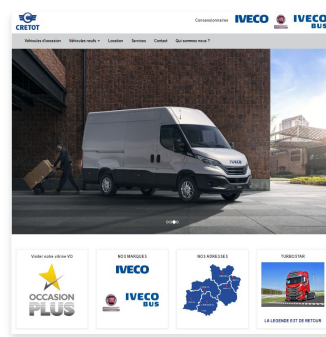
Key figures

More than **40** websites created for our clients

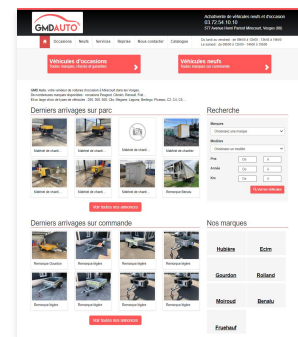
Examples of creation:



<https://bpafrance.com/>



<https://gmd-auto.com/>



<https://garage-cretot.fr/>



Graphic services

Our teams take care of the creation of your various communication media



Print

Production and printing of your flyers, leaflets, brochures, business cards, stickers, posters, administrative documents.



POP

Production and printing of your kakemonos, tarpaulins, signage.



Video

Creation of a video of maximum 2 minutes.

RATES

Consult us



SEA – Search Engine Optimisation

This referencing can be done through **Google Ads campaigns** and the purchase of keywords that will allow you to appear in the sponsored links of Google (the ads at the top of the list of results of a Google search). **These campaigns can be set up by our SEA expert.**



SEO – Search Engine Optimisation

This method aims **to rank your site in the top "natural" results of Google** (i.e. outside the "ads" section).

This involves editorial work carried out by our team to fill out your site with text content in which **different keywords** will be placed to enable you to be found by a certain number of users.

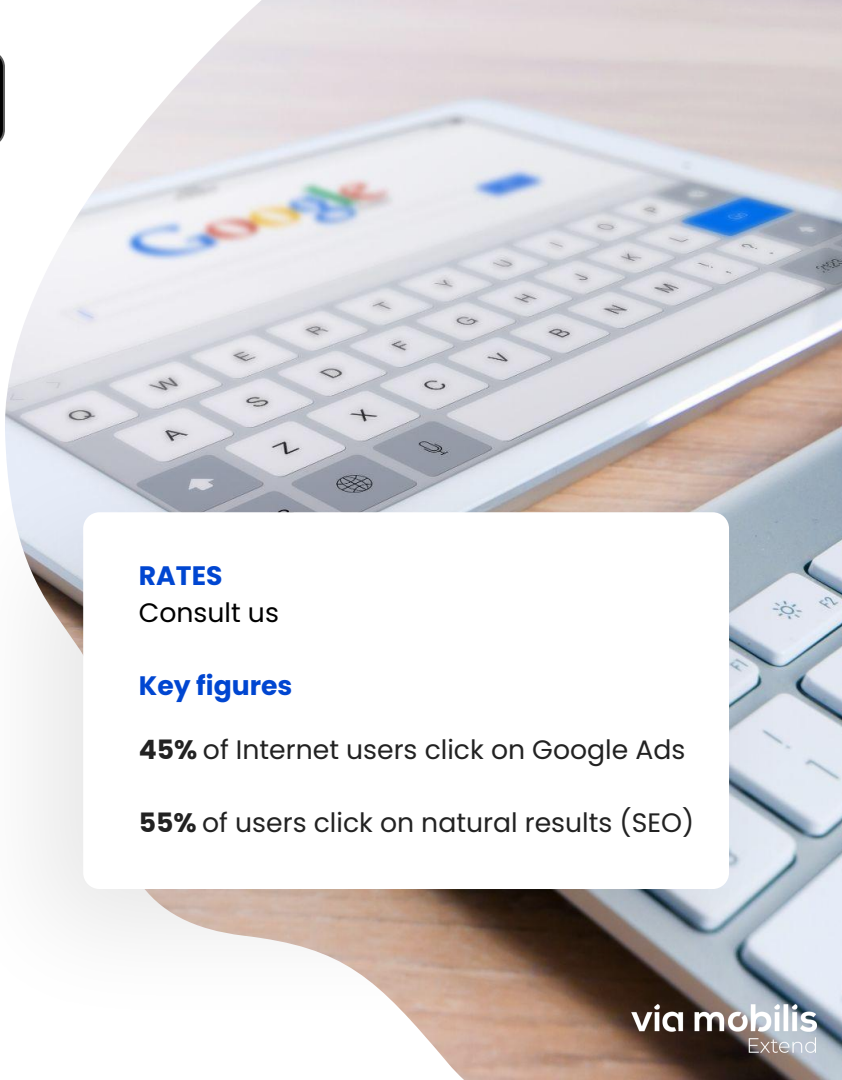
RATES

Consult us

Key figures

45% of Internet users click on Google Ads

55% of users click on natural results (SEO)





Branding

The Via Mobilis team supports you in the development of **your company's visual identity**:



Defining a charter (logo, colors).



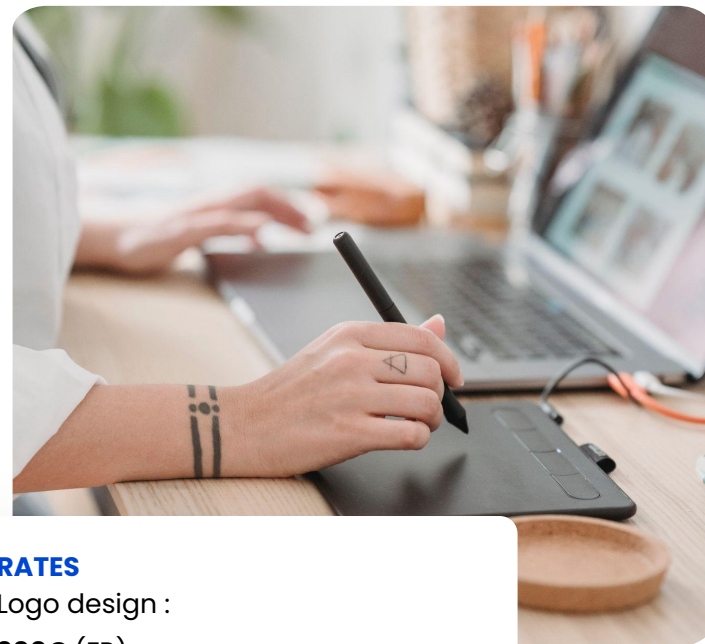
Creation and setting on line of the website and/or online store for more visibility.



Building a communication strategy to increase your notoriety.



Design of communication supports (flyers, brochures, business cards, etc.).



RATES

Logo design :

300€ (FR)

150€ (INTER)

Key figures

More than **25 logos**,
40 websites created for our clients



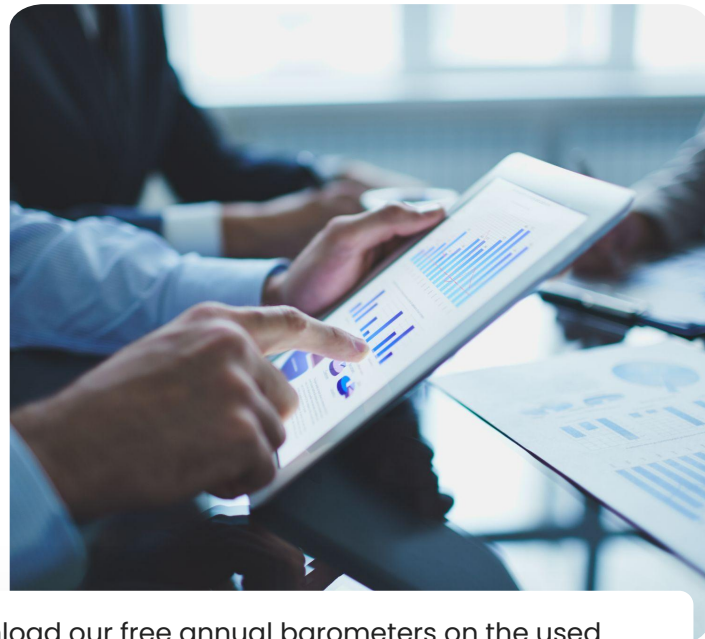
Market data

Each year, thanks to our sites, we collect and analyse a large amount of data.

The objective? To help you **anticipate your needs and better prepare your commercial strategies** by highlighting several key points:

- › **Buyer personas**
- › **Most sought-after vehicles and equipment**
- › **Preferred brands**
- › **Market trends in our sectors**

We provide you with key data on request.



Download our free annual barometers on the used truck and construction equipment markets



[Truck Barometer](#)



[Construction
Equipment Barometer](#)



Creation of digital tools and APIs



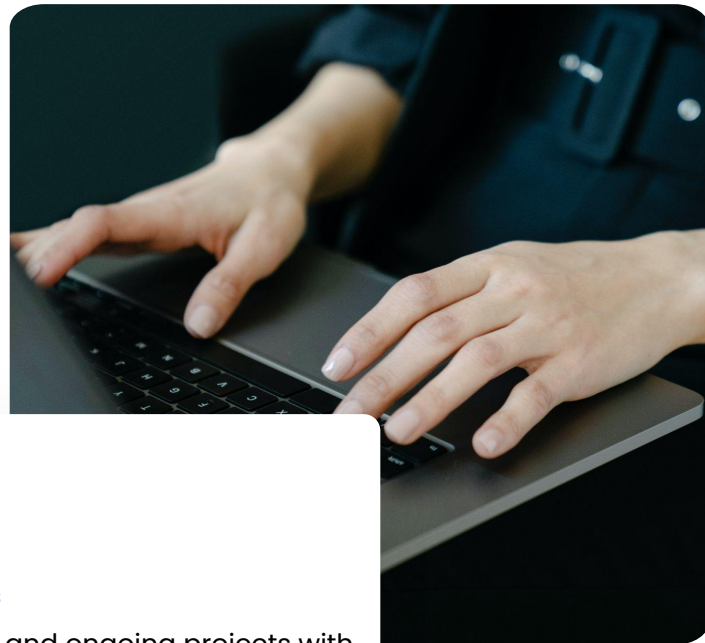
Tailor-made projects for sectoral and non-captive clients



Technical team of 18 developers based at the headquarters (Ambacourt, Vosges - 88)



Exchanges in French & English



RATES

Consult us

Key figures

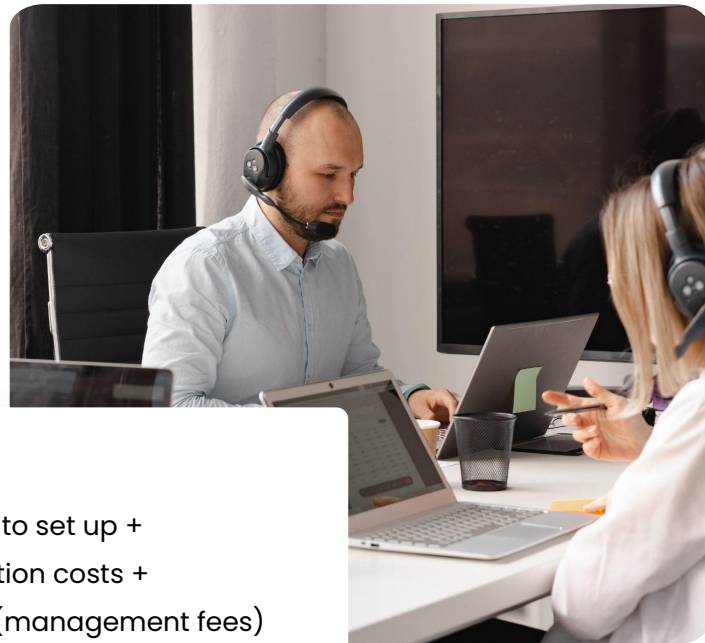
Completed and ongoing projects with truck manufacturers, inter-pro organisations, financing players, etc.



Call tracking

Set up tracking on selected phone numbers and send a **daily report**. You get :

- **Data on the call:**
Start and end date and time, caller's number, duration of the call, etc.
- **Tracking data:**
Tracking number called, traffic source, web pages visited by the caller, etc.



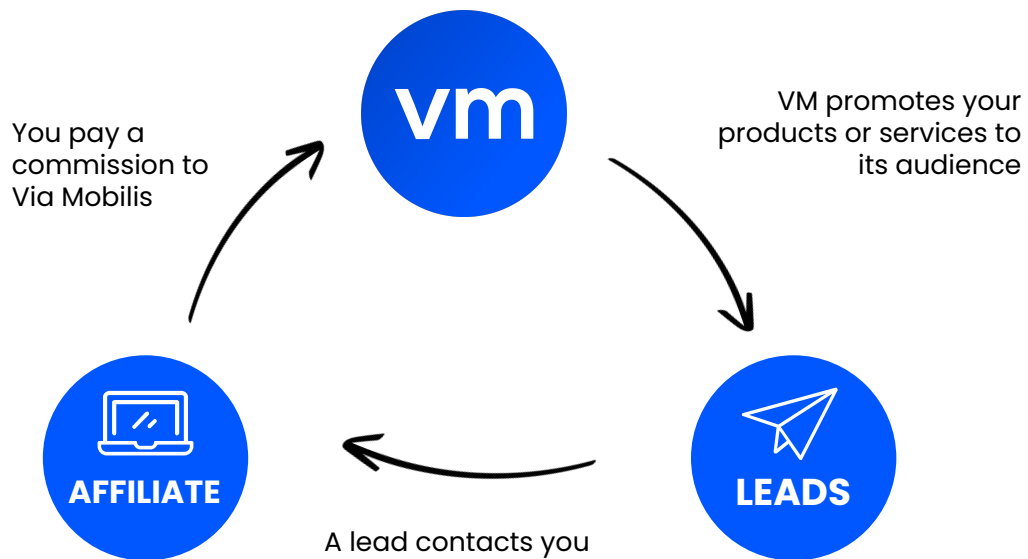
RATES

19€/number to set up +
Communication costs +
49€/month (management fees)



Membership

It is now possible **to affiliate with the Via Mobilis group to promote your services or products.**



- Simple and efficient sales channel
- Lead generation
- Increase in sales
- Growth in turnover

Contact us

via mobilis
Extend



Website

www.vm-extend.fr/contact



Mail

extend@via-mobilis.com