

Right Place, Right Time – Motorcycle Segments

Put your brand and models in the context of segment shoppers research path, where your message resonates most

- Prominent ad placements, adjacent to motorcycle content, target shoppers searching KBB.com by motorcycle segment
- Move shoppers to consider your motorcycle before they form hard opinions
- Target undecided shoppers while they are open and actively seeking new vehicle advice

The screenshot displays the Kelley Blue Book website interface. At the top, the logo and navigation menu are visible. The main content area features a prominent advertisement for a motorcycle, highlighted with a red border. The ad includes a logo, the text "STYLE AND PERFORMANCE. THE BEST OF BOTH WORLDS.", and an "EXPLORE" button. Below the ad, the page shows the "Your Motorcycle Value" section for a 2016 BMW F 800 GS Adventure, with a trade-in value of \$12,185. Other sections include "Shopping Tools" and "Shopping for a 2017 LEAF?".