



THE
**MUDD
ADVERTISING**
PLAYBOOK



A MESSAGE FROM OUR

PRESIDENT & CEO

The Best ROI in Automotive Marketing — USA

Dear Dealers, Partners, and Friends,

For 45 years, Mudd Advertising has delivered what dealers care about most: RESULTS!

Our approach is disciplined, data-driven, and purpose-built for automotive retail. Every dollar is tracked, measured, and optimized to eliminate waste and improve efficiency.

Top 20% of dealers and leading dealer groups trust Mudd because we hold ourselves accountable to ROI. The result is higher close rates, smarter media investment, and consistent performance across data, digital, video, and in-store channels.

We're grateful to work with people who share our belief that progress happens when vision meets execution. Mudd brings a team of people that show up every day, committed to doing things the right way.

Here's to the best yet to come, to lasting partnerships, to selling more vehicles while spending smarter, and continued success on every lot, in every campaign, and across every screen.

JIM MUDD, JR.

President & CEO, Mudd Advertising



“

**WE LOVE IT
WHEN YOU
SUCCEED, AND
TOGETHER,
WE'LL MAKE
SURE YOU DO.**

Jim Mudd

”

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45 YEARS!

Trusted. Innovative. Fast.

PARTNERSHIP IS WHAT WE DO BEST

With more than 45 years of full-service advertising experience in digital and traditional marketing, Mudd Advertising provides dealerships with a comprehensive suite of possibilities to grow their business in today's fast-paced world.

Seamless integration ensures that all media components work harmoniously, so no opportunity is missed. From behaviorally targeted video to market-owning messaging, our multi-touch attribution model develops digital leads that become showroom traffic, maximizing market share!

With all teams under one roof, dealers benefit from maximum efficiency. Having a single point of contact for access to omnichannel marketing solutions means that managing a multitude of vendors becomes a thing of the past.



OUR APPROACH



1

LISTEN & LEARN

The Market

We take the time to understand who you are, how you started, and where you want to go. We examine what's worked in the past and what hasn't. Our team immerses itself in your market, studies the data, and crafts a strategic plan designed to move your business forward.

2

PLAN

The Media & Message

To help dealerships reach their growth goals, we identify the target audience and craft the right mix of media and creative messaging. Our multimedia plans combine market-specific data pulled directly from dealer markets with decades of insights cultivated in-house.

3

EXECUTE

Make It

Our teams get to work, creating and negotiating all the details to put everything in motion. A dedicated account team oversees each campaign from concept to completion, ensuring no plan is left behind, every deadline is met, and everything runs seamlessly.

4

OPTIMIZE

Measure

We maintain a vigilant watch to ensure optimal performance on every solution we provide. In both traditional and digital mediums, we ensure that all initiatives are performing effectively, continually making data-driven decisions on changes needed for improvement.

OUR AGENCY TEAMS

To make sure our dealers receive top-notch service, we assign a capable and responsive team to each account which includes a dedicated Account Manager, Digital Strategist, Compliance Expert, and support staff of Graphic Designers and Advertising Specialists.

THIS IS MUDD

"When everything connects, everything accelerates."



3 PILLARS OF SUCCESS *in 2026*

Technology is only as powerful as the people who use it. At Mudd, we believe in "People Before Platforms." Every system, dashboard, and campaign in this Playbook started with a conversation, a creative idea, or a problem worth solving for our clients.

Mudd brings extraordinary tools to the table, and the Mudd team turns those tools into dealer results, and we do it all under one roof.

This Playbook is more than a collection of insights; it's a snapshot of how people and technology can work together to drive measurable growth. The future belongs to those who remember that innovation doesn't replace humanity, it magnifies it.

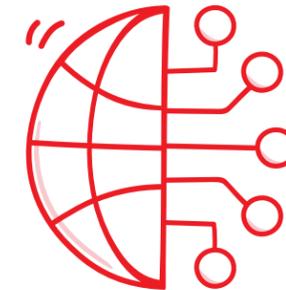
ROB MUDD

Chief Futurist, Mudd Advertising



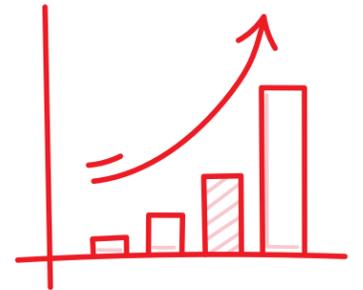
PREDICTABLE OUTCOMES

Proven systems turn unified data into consistent, repeatable performance.



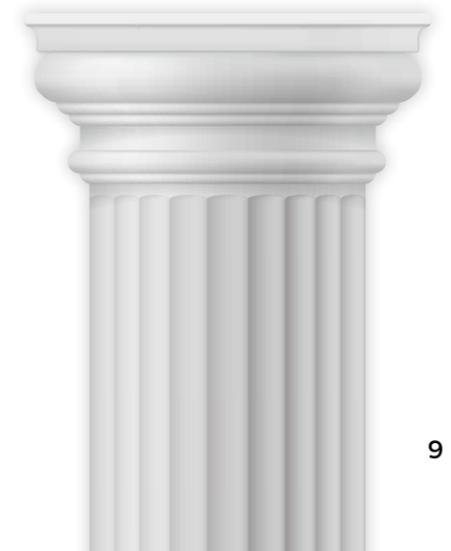
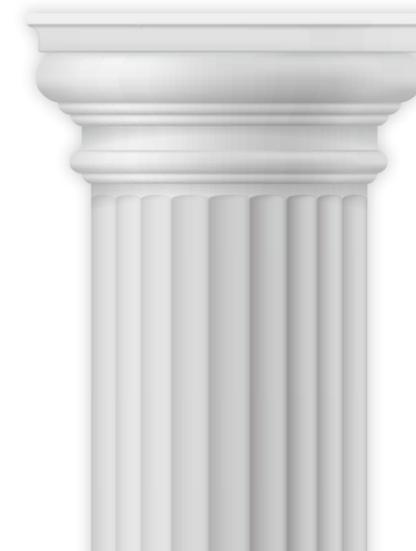
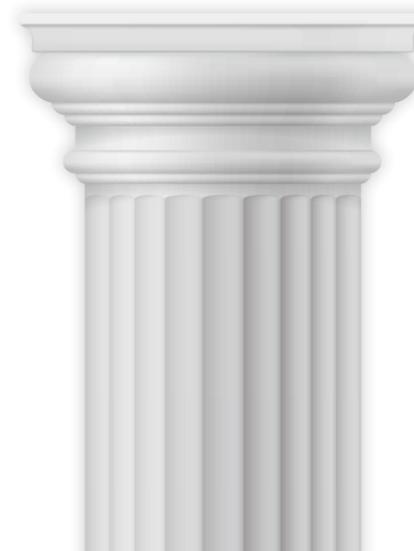
UNIFIED DATA

All partner signals flow through MuddVision to create a single source of truth for dealer performance.



MEASURABLE RESULTS

From impressions to invoices, every campaign is designed to drive real, verifiable results.



CREATING AN ENGAGED SHOPPER

WITH MUDD

AI and Automation are redefining how we reach our customers.

Consumer behavior is evolving faster than traditional campaigns. Automotive shoppers have changed how they ask for help, find, understand, purchase, etc. AI is yielding a smarter, more engaged result for shoppers.

At Mudd, we continue to refine our digital marketing and sales strategies to adapt to the evolving customer.



Hey, you!
Watch Google's presentation at Mudd Summit 2025



Kris Mathis
Google Senior Account Manager
Large Customer Sales - Automotive

If Digital Advertisers in the program were armed forces, Mudd would be **the Navy Seals.**

LEVEL UP WITH YOUTUBE.

most watched platform on TV screens in the U.S.!

Our dealers love YouTube TV!

A Mudd produced video can reach audiences wherever they go.

Seize local opportunities.

Our master-class media team is honed in on streaming trends and making sure your brand is being highlighted in your area.

Trigger Action. Converting viewers to visitors is our goal. Our videos excite the viewer to take action by visiting or locating a dealer.

Embrace AI. Gen Z is the newest and emerging generation of buyers and trusts AI suggestions. Mudd embraces this with video-first storytelling through YouTube and Shorts.

Build Trust. Our authenticity and responsiveness with AI-driven interactions helps develop a real connection to potential automotive shoppers.

New 2025 Chevrolet Silverado 1500 Custom Crew Cab 4WD
STK# 2529443

\$8,250
TOTAL SAVINGS**

Final Selling Price
\$45,122

**STK# 2529443, MSRP \$53,372. New 2025 Chevrolet Silverado 1500 Custom Crew Cab 4WD. Final Selling Price \$45,122. Savings includes: \$1,000 Chevy Consumer Cash, \$1,000 Chevy Select Market Bonus Cash, \$1,000 GM Bonus Cash, \$1,250 Chevy Trade Assistance Bonus Cash, \$1,000 GM Coated Steel Cash, \$1,000 GM Financing Dealer Dividend. Must be a current owner of a 2011 model year or newer Chevy vehicle for at least 30 days prior to the new vehicle sale. MSRP numbers reflect a \$2,377 New Mexico Protection Package. Plus tax, title, license and \$399 dealer transfer service fee. See dealer for details. Ends 12/31/25

WebbAuto.net

Together let's drive

Expand YouTube + YouTube TV integrations through Mudd's partnership channel, targeting AI-assisted audiences.

AI-DRIVEN

SEARCH

Our team uses **structured data** to help **AI systems** link vehicles to shopper inquiries.



Multimodal, AI-driven search wins the next generation of car buyers.

Why? Because shoppers are now blending voice, text, and images to search.

DRIVING THE FUTURE OF LEADS

WITH SOCIAL MEDIA

Social Media is no longer just a placement; it's where automotive intent is born.

Before shoppers ever search, they're already revealing interests through what they watch, share, and engage with every day. This raises an important question: how do we leverage AI to naturally blend into an already personalized feed?

Mudd's creative edge lies in making advertising feel like a part of the conversation.

Do you have scroll-stopping ads?



Hey, you!
Watch Meta's presentation from Mudd Summit 2025



Ed Gotfredson
Meta - Brand Builder
Speaker at Mudd Summit 2025

"Work with your fabulous Mudd team to implement our current AI solutions."

DOMINATING THE FEED.

Where can dealers get quality leads?

On Your Website:

Website Lead Forms prompt people to fill out a form that a dealer hosts on their website. Meta will use AI to hunt for people who they think will most likely take this action.

On Meta:

Instant Forms help improve lead quality with custom questions and conditional logic. It is user friendly & easy to submit from a mobile phone. The form auto-populates fields with information the person has already shared within Meta.

With Calling:

Call Ads allow people to call you directly without leaving the Facebook app by clicking a "Call now" button on your lead ad. They are designed to maximize the number of inbound calls your business receives.

With Messenger:

Click to Message ads help traffic people into a conversation within Messenger. This offers a more personal format.

MUDD + META

Mudd pairs Meta's data with 1st party data (like Equifax) to target the right audience on multiple platforms!

Services:

- Facebook Lead Ads
- Facebook Automated Inventory Ads (AIA)
- Reels
- Promoted Service Specials
- Instagram posts

Real Life Lead Ad

Pairing Direct Mail & Email Campaigns with Meta ads

At Mudd, we can combine names/emails/zip codes of customers from a dealer's campaign with Meta's data and only target customers that match!



TARGETING THE RIGHT AUDIENCE

WITH THE RIGHT MESSAGE.

Every interaction tells a story.

All online purchases reflect intent. For example, if a child's car seat has been bought, it can hint at a growing family—a lifestyle signal. When lifestyle signals from millions of transactions are combined, they produce powerful insights that can be leveraged to deliver more relevant advertising.

How can we reach as many car buyers as possible?

At Mudd, we take data-driven behaviors and turn them into

MEASURABLE RESULTS!

MUDD
ADVERTISING

WE LOVE IT
WHEN YOU
SUCCEED!



Michael Sausto
Amazon - Sr. Account Exec
Tier 3 Automotive Advertising

"Pairing our data with Mudd's storytelling gives dealers a whole new way to reach real buyers."

Hey, you!

Watch Amazon's presentation from Mudd Summit 2025



POWERED BY DATA.

Merging precision targeting with creative personalization **is the future of advertising.**

Amazon's data (with real-time intent signals) combined with Mudd's automation and imagination, helps dealers deliver stories that feel individual!

How does it work?

1. Identify consumer behaviors within a database.

What is the consumer buying?
What lifestyle cues are being displayed?
What are these purchases signaling?

2. Place data within Mudd's Dynamic Audience Targeting and Creative Feeds.

Using Mudd's lifestyle & commerce data, buyers are identified within the market (before traditional search begins)

3. Combine Data with Mudd Messaging & Launch!

Messages focused on real-life triggers that are in sync with the consumer's intent

GOALS

* Turn data into relevant advertising

* Target as many buyers as possible

* Help dealers sell LOTS of cars!

The Mudd Advantage

1. Understanding consumer intent in real time

2. Utilizing our data-driven creative system

3. Taking behaviors & turning them into measurable results!

POWERED BY BETTER DATA

AND THE RIGHT PARTNER.

Verified data is the backbone of automotive marketing integrity.

Trust is built on accuracy, not vanity metrics. By focusing on affordability data and linking Google & Meta audience behaviors to Mudd's creative strategy, our clean data transforms analytics into meaningful action.

At Mudd, we turn insight into impact with our CDPs!



Hey, you!

Watch Equifax's presentation from Mudd Summit 2025



Deana Glenn
Equifax
Automotive Enterprise Alliance Manager

"MuddVision turns Equifax's identity, insight, and affordability data into strategy, storytelling, and measurable results."

ACCELERATE INSIGHTS WITH EQUIFAX.

How?

Mudd utilizes Equifax's verified affordability data to **match the right message to the right audience!**

**integrates into every marketing level*

- **BUILD CAMPAIGNS** that align financial reality with customer motivation.
- **LET DATA GUIDE** personalization of your message, while keeping it human.
- **USE DATA INSIGHTS** based on verified income and affordability to create appropriate messaging and placements.

PARTNERING WITH MUDD,

ensures your campaigns remain both data-driven and people-centered, turning insight into meaningful impact.



UNLOCK THE POWER OF DATA.

MUDD VISION[®]

A CDP product of Mudd Advertising

Unifies

your first-party and Equifax data into a single living identity graph

Activates

audiences seamlessly across traditional, digital, and direct channels

Measures

every engagement & lead through a single, transparent performance dashboard

Enables

long-term continuity and growth - The Magic Metric keeps us focused.



PEOPLE BEFORE PLATFORMS

MuddVision turns data and strategies into solutions that align with dealership objectives.

Mudd Advertising's "People Before Platforms" digital strategy, combined with the **MuddVision Customer Data Platform (CDP)**, delivers a highly effective marketing solution tailored for dealer groups of any size or brand portfolio. Built on over 45 years of automotive marketing expertise, MuddVision is designed to align closely with dealership objectives, enhancing both productivity and profitability.



Built on 45 years of automotive marketing expertise

to empower dealerships to achieve their targets through streamlined operations!

Advantages for Dealership Groups

1. Precise, real-time targeting of qualified, in-market buyers.
2. Transparent attribution tied directly to dealership revenue.
3. Comprehensive compliance with evolving privacy standards.
4. Continuous campaign optimization through AI-driven insights
5. Proven automotive expertise enhanced by cutting-edge technology

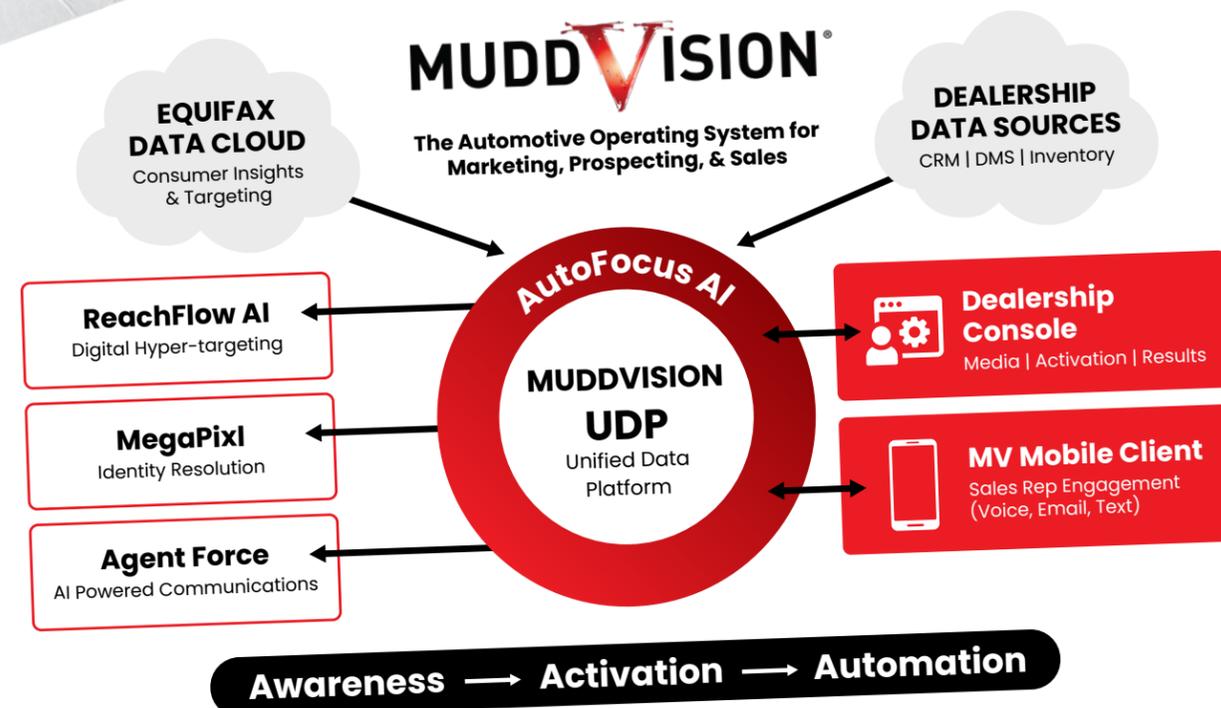
The MuddVision CDP intakes data and utilizes AI

for workflow automation and decisions to support Mudd's advertising strategies.

Made for marketing, prospecting, and sales!

- **HARNESS EQUIFAX** industry-leading data for precision targeting, economic insights, and in-market indicators.
- **SEAMLESSLY TRACK** and engage buyers across digital and traditional touch points to create a shopper identity.
- **INITIATE SALES** and conversations proactively through conversational AI outreach.
- **MEASURE MARKETING SPEND** effectiveness, optimize budget and drive higher return on advertising spend in real-time.
- **EXECUTE COHESIVE CAMPAIGNS** effortlessly across multiple channels with a personalized message.

HOW IT WORKS



The Benefits of MuddVision

for dealer groups

- 1. Technology Supports Dealer Objectives**

MuddVision CDP is designed around dealership goals, particularly vehicle sales. Unlike platforms that force dealerships to adapt to rigid systems, **MuddVision fits seamlessly into existing workflows**, improving efficiency and results across the enterprise.
- 2. Verified Audience Targeting**

Leveraging Equifax-enriched audience data, MuddVision enables dealer groups to effectively reach verified, financially qualified consumers across all brands within their portfolio. **Real-time data integration ensures precision targeting**, reducing media waste and maximizing ROI.
- 3. Clear and Accurate Attribution**

MuddVision CDP provides precise attribution, **directly linking marketing activities to dealership sales outcomes**. This deterministic approach delivers transparency and accountability for every advertising investment.
- 4. Compliance and Data Security**

MuddVision CDP is built with a robust compliance framework that meets evolving state and federal privacy regulations. Its governance model ensures consumer consent is tracked and honored, **reducing risk and protecting brand reputation**.
- 5. Automation and AI Optimization**

Advanced machine learning within MuddVision continuously analyzes dealership data, **optimizing campaigns in real time** based on sales velocity, market trends, and consumer behavior. This ensures consistent improvement in ROI.
- 6. Flexible and Performance Based Pricing**

MuddVision pricing is **aligned directly with dealership success**, offering flexible, scalable, and outcome-driven terms. This ensures profitability and reduces financial risk for dealer groups.

WE'RE **NOT** JUST ANOTHER AD AGENCY.

Mudd is building the future of automotive marketing with data at the core.

From massive third-party data partnerships to AI-driven targeting strategies, **we're constantly evolving.**

It starts with ↘

MUDD VISION®

UNLOCK THE POWER OF DATA.

Work with
Smart
People

Make an
Immediate
Impact

Solve Real
Problems



DIGITAL

PRODUCT BREAKOUT

MUDD VISION

Web UX Management

Our UX Management includes general maintenance of your website and improving overall website user satisfaction through our data-driven approach.

Example: sliders, banners, timely updates

Paid Search

Created in line with Google & Bing's best practices

Mudd's digital team executes pay-per-click keyword marketing on Google and Bing for relevant service search terms in the dealer's immediate market.

Google Business Profile+

Mudd creates and optimizes Google Business Profiles in a multitude of categories for dealership sales, service, and parts.

Social Media: Facebook & Instagram

Paid social media advertising focused on sales and service provides a host of targeting options to connect to the customer.

From Facebook Lead Ads and Automated Inventory Ads (AIA), to promoted service specials and Instagram posts, our team has you covered!

SEO (Search Engine Optimization)

The Mudd SEO team creates strategies to optimize website traffic for our dealers.

+59% ORGANIC WEBSITE TRAFFIC

Online Dynamic Displays Retargeting/Geofencing

We utilize mobile and desktop friendly banners targeting users who have a proven interest.

Custom Email Marketing

Mudd's email marketing solutions for dealers include conquest email campaigns, dealer database email executions and email append services.

OTT/CTV (Connected Television)

Is your dealership's media strategy connected to the 87% of Americans using Connected TV?

Traditional Media Buying

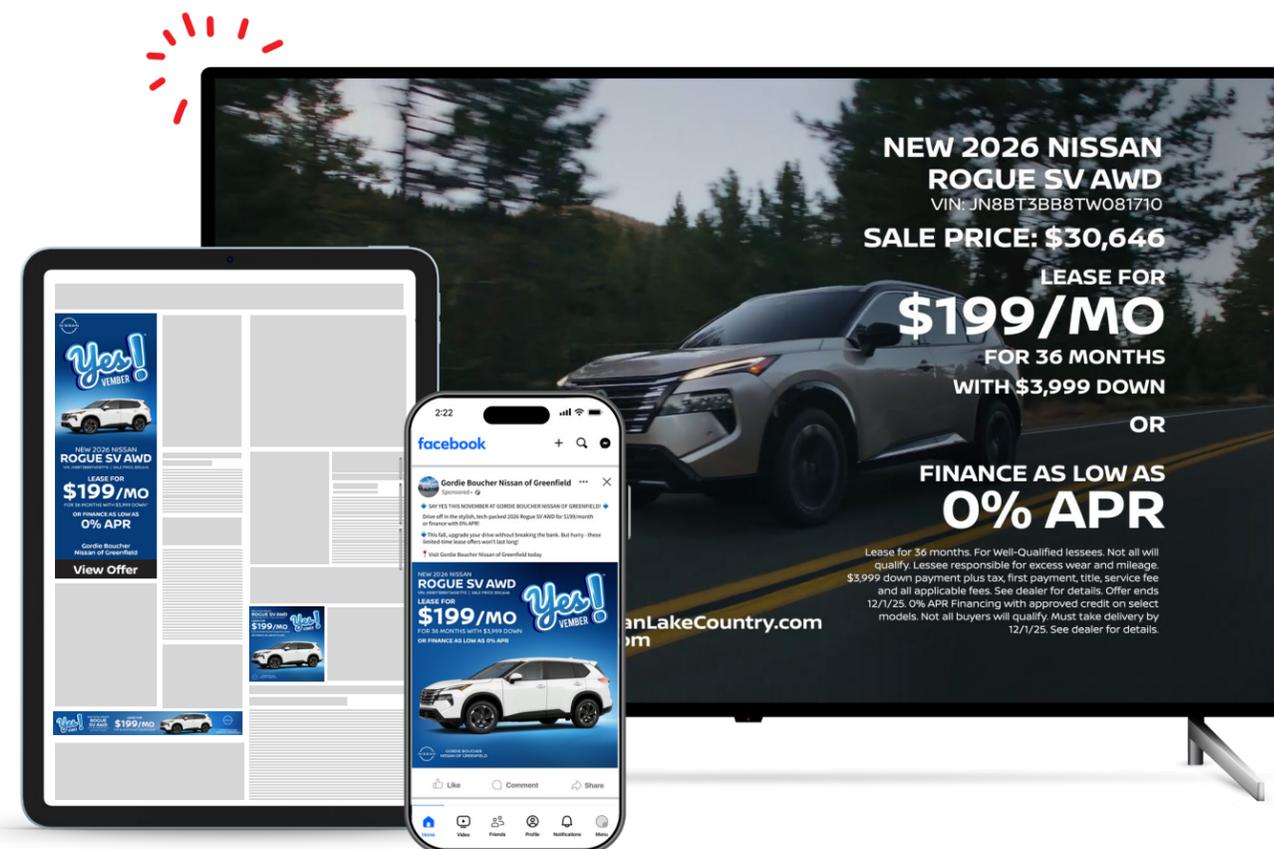
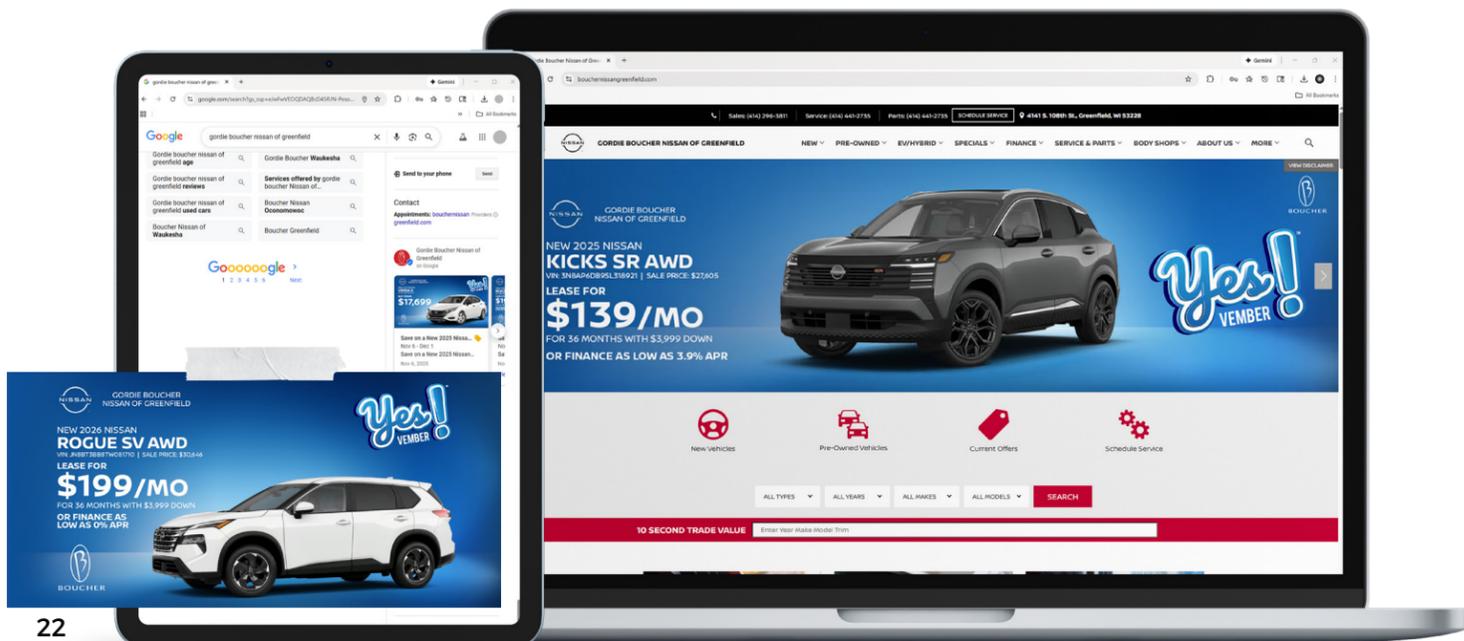
40+ years of experience getting dealers the most for their media dollars. We look beyond the ratings to know what's number one for our dealer, not just number one in the market.

Custom Video Production

Mudd's onsite production facilities offer custom video creation using OEM and dealer provided footage, with Mudd produced content.

Streaming Audio

Reach the customers you want with custom radio and streaming audio. Your audience is already listening, meet them where the NEW NOW MARKET is consuming media. With a 78% digital internet audio penetration rate, this is a moment you don't want to miss.



PRODUCT BREAKOUT

Mudd Signs

Bring your entire campaign to life inside your showroom with our endless list of print products! We can design and print your point-of-purchase materials from our in-house print shop.

- Posters
- Vinyl Banners
- Stickers
- Business Cards
- Window Clings
- Counter/Tent Toppers
- Car Toppers
- Tri-stands
- Car Tags
- Flags
- Yard Signs
- Retractable Banners
- Custom Prints
- Large Format Printing



**YOU THINK IT.
WE PRINT IT.**

Direct Mail

At Mudd, we leverage our wealth of experience to craft compelling direct mail campaigns that drive results for your dealership.

- Postcards
- Brochures
- Tri-folds
- Custom Format

★ TARGETED CAMPAIGNS

We pinpoint the **right target** audience for your dealership to drive higher engagement & conversions.

Our targeting methods ensure that each direct mail piece is sent to individuals most likely to be interested in your vehicles, service, or anything else.

DATA SOLUTIONS ★

With our in-house list management system and direct access to Equifax, Experian, IHS, Oracle, and dealer DMS/CRM data, we can create the **highest quality** targeted audience in the industry.

EXPERIENCED TEAM

★ With decades of experience in automotive advertising, we know how to design mail pieces that capture attention, compel action, and **reflect your dealership's brand.**



<<First Name>>,

I had a customer looking for a <<Make>> <<Model>> the other day. If you still own yours, I'm willing to make you an aggressive offer to buy it back.

My owner also has a special offer we're running for Black Friday that I wanted to run by you. Please call me at 541-635-4512 when convenient.

-John Rappold,
Sales Manager

1564 East Pike St | Clarksburg, WV 26301
541-635-4512 | chenford.com

STUDIO 5

@MUDD

SPACE, EQUIPMENT, & TALENT

The possibilities are endless with Studio5@Mudd. Our 3,132 sq. ft. studio features a giant infinity wall blanketing two walls of the studio, a large space to tape a show, commercial, or film.

We offer a wide range of studio production services tailored specifically for you! Studio5 writers, editors, graphic designers and producers bring your ideas to life with post-production video editing, audio engineering, on-location recording or multi-camera live streaming from our studio.

Want something extra? Host your next corporate event at our studio, with plenty of room for guests, entertainment and live streaming.



THE TEAM

Video Production Videographers
Audio Production Video Editors
Motion GFX Animators
Graphic Artists

AUDIO PRODUCTION

Activate your target customers with radio and streaming audio - the personal medium that's perfect for driving key advertising metrics. Including audio in your overall media mix could be what takes your campaigns to new heights!

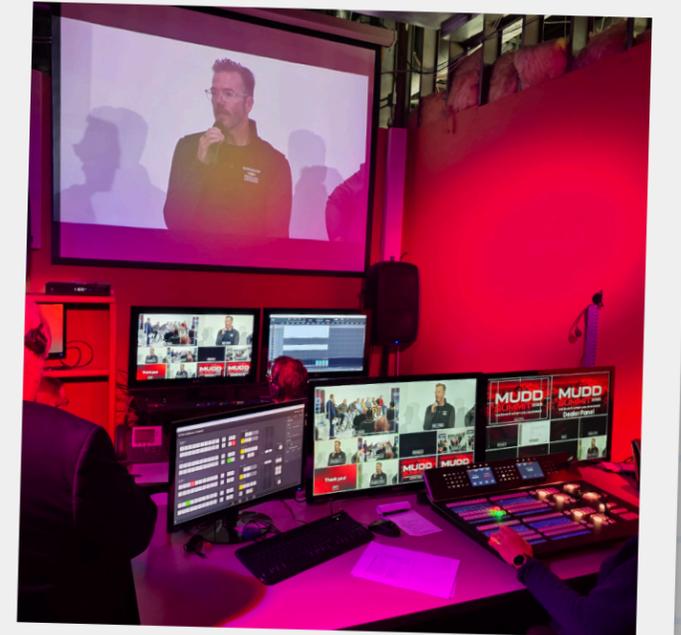
- Radio
- Streaming Audio

VIDEO PRODUCTION

Today, videos play a prominent role in digital marketing strategies. Mudd helps strategize and produce all the content you need for a successful campaign, ensuring you maximize your website visibility and engagement with video marketing!

- Targeted Digital Video
- Programmatic Video
- OTT & CTV
- Cable & TV

3,132 sq. ft.
studio!



THE PROBLEM

Faced By Most Dealers



100%

of your advertising drives shoppers to your website

98%

You can't interact with or effectively follow

of your shoppers when they leave your website

2%

of your website shoppers submit a lead

You have a big problem, and a big opportunity



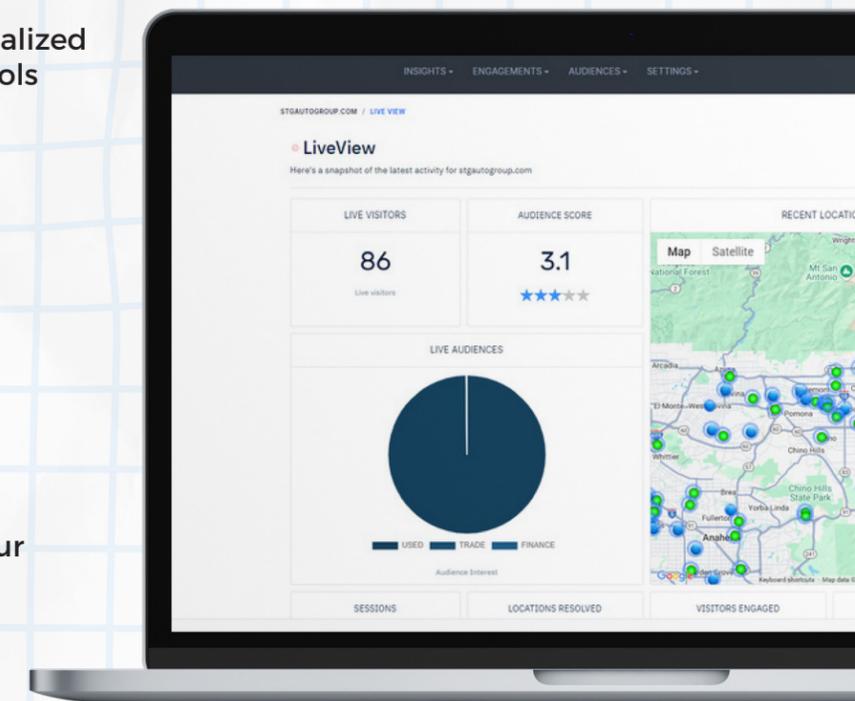
MUDDid™ IS THE SOLUTION

Activate Your Audience

With MUDDid 2.0 Prospector Platform



- 1 COLLECT**
Identify and build audiences from your website shoppers for new, used, and service, all down to the model level.
- 2 ENGAGE**
Engage shoppers with personalized offers, mobile optimization tools and dynamic emails.
- 3 ACTIVATE**
Activate your unconverted Website Traffic into First Party Audience Strategies.
- 4 CONVERT**
Convert qualified leads into our CRM from anonymous traffic with Verified Cell Numbers.



Take Control Of Your Inventory Turn Rate Today

Your AI Powered VIN Specific Cheat Code

HOW IT WORKS

Real-Time Optimizations

Our platform continuously optimizes your ads, delivering better performance without manual adjustments.

Automated Inventory Integration

Our system seamlessly integrates with your dealership's inventory feed, ensuring your ads are always up to date.

AI Driven Audience Matching

Using machine learning, we analyze consumer behavior and market trends to match the right vehicle to the right customer, increasing engagement and reducing wasted ad spend.

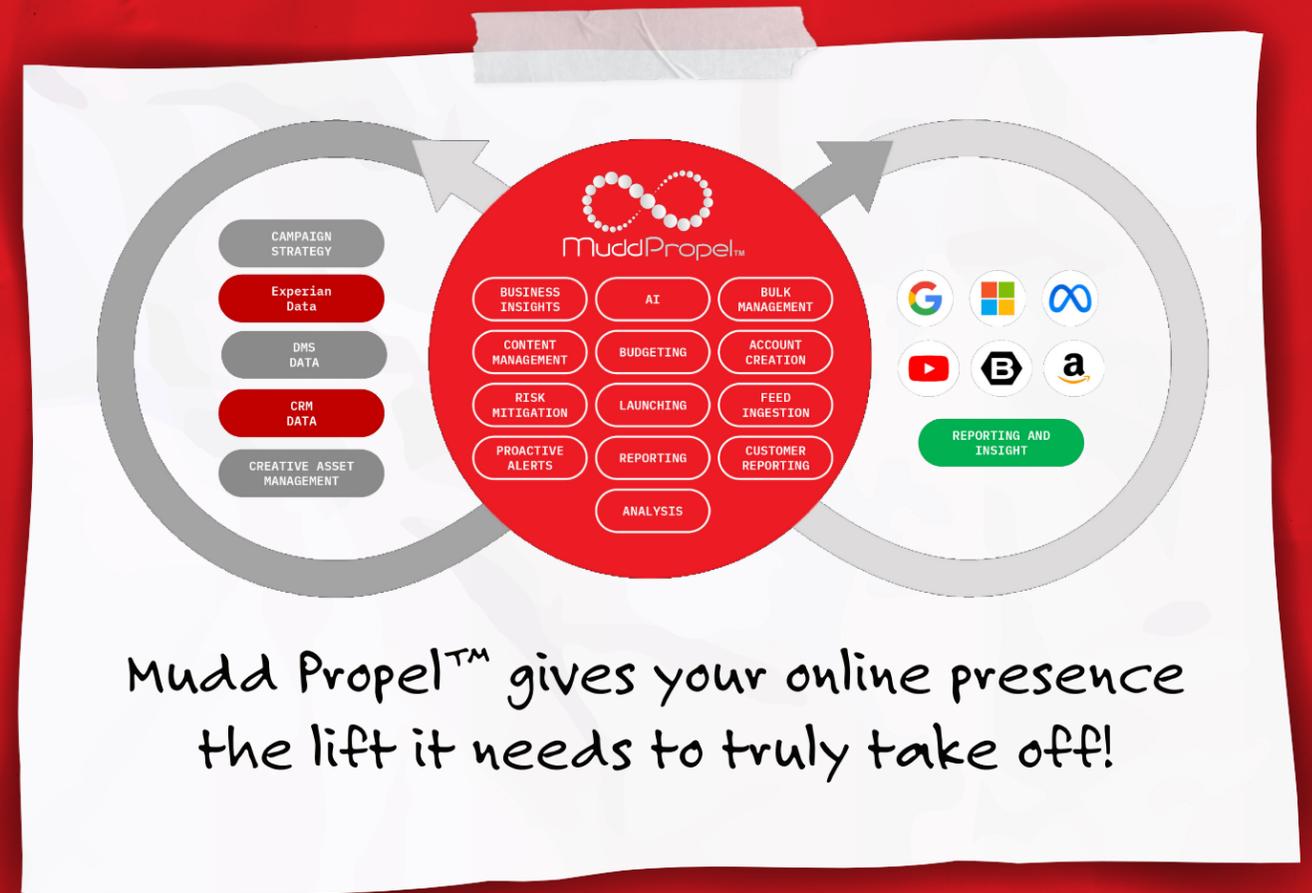
VIN Select Dealers
On Average See A

14X ROI



Accelerate Your Speed to Market

with Mudd Propel™



Mudd Propel™ gives your online presence the lift it needs to truly take off!

Mudd Propel™ is your one-click launchpad for campaigns. Propel helps you get to market faster while giving us the freedom to **zero in on strategy and results**. It segments your audience in real time, by behavior, lifestyle, and more, then **automatically builds tailored campaigns at scale** for each group, using your copy, images, and offers.

As your campaigns run, a built-in feedback loop tracks performance, pulls in conversion data, and **strengthens your customer profiles for smarter targeting next time**.

APPROVED

MUDD ADVERTISING

PARTNER SHIPS

IMR APPROVED TURNKEY VENDOR

GMC

Google Partner
PREMIER 2025

HYUNDAI
HYUNDAI DIGITAL CERTIFIED VENDOR

Meta
AUTOMOTIVE AGENCY Partnership Program

EQUIFAX[®]

amazon ads

STELLANTIS
MARKETCENTER APPROVED

ASBURY AUTOMOTIVE GROUP

BOUCHER

david chevrolet

DEERY BROTHERS NISSAN *Of Dubuque*

JOHN DEERY MOTORS

Beaty Chevrolet

FAIRWAY BUICK GMC

HENDERSON CHEVROLET

FAIRWAY CHEVROLET

Holman

COMMUNITY BUICK GMC

KIA Vanguard Kia

Marthaler

WEBB CHEVROLET

CLAY COOLEY AUTO GROUP

LANGDALE HYUNDAI OF SOUTH GEORGIA

Dan Deery TOYOTA

BORDERLAND

Sales - Service - Body - Detail - Parts

CLIFT BUICK GMC

CHENOWETH NEW & USED SUPERSTORE

Ford

RESULTS & TESTIMONIALS

"We do everything from direct mail pieces, email pieces, digital, YouTube, TV, and even the displays that we have inside our showrooms. Mudd puts it all into one big package for us."

Chris Leslie, Henderson Chevrolet

KEEP YOURSELF IN THE GAME.
CONTACT YOUR MUDD REP

"We used to try and do it all ourselves, it was impossible. With Mudd, we simply proof it all at the end. That gives us time to focus on our employees, our customers, and to do the things we need to do to keep rolling forward."

Perry Max Webb
Webb Chevrolet

"Mudd is an agency that can manage all of our current campaigns and do everything in-house, which is the best part about Mudd. They also bring me new ideas and push back on me when I'm stubborn. And I'm thankful that Mudd can bring the latest, and greatest, and be innovative with it."

Alex Henderson, Clift Buick GMC

"With its knowledge, the Mudd team opens us up to new possibilities of what we can do with our advertising budget."

Scott Tieglund, Boucher Buick GMC

"We've used Mudd advertising for over 14 years. They're more of a partnership than a vendor to us. That's how we do business and we appreciate the fact that it's the way they do business."

Stanley Griffin, GM, Beaty Chevrolet

"We do direct mail and social campaigns, we've done video for a couple years. VIN Select is a great tool that allows us to focus on some of our problem inventory. And every month Mudd takes us on a deep dive ... to see what's working."

Brian Harrig, Regional GM, Boucher Group Inc

MUDD DEALERS *in 2025*

Have received

140%

MORE LEADS

YOY

While seeing a

29%

DECREASE

cost per lead

ASBURY APPROVED VENDOR

"I have supported Mudd Advertising for over thirty years. I fully endorse this team because of their proven track record of driving results and getting the job done for dealers across the country."

- David Hult, President & CEO
Asbury Automotive Group

ASBURY
AUTOMOTIVE GROUP

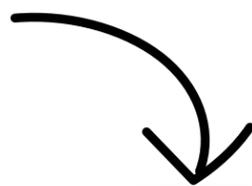


 We Love It When You Succeed!

OUR DEALERS ARE

BREAKING RECORDS

Dealerships are breaking their own store records after being managed by Mudd!



#1 STORE IN THE REGION

Beaty Chevrolet - Knoxville, TN



#1 STORE IN THE REGION

Trapp Chevrolet - Houma, LA



#1 STORE IN THE REGION

John Thornton Buick GMC - Carrollton, GA



GENESIS OF MILWAUKEE

#1 STORE IN THE STATE

Genesis of Milwaukee - Waukesha, WI



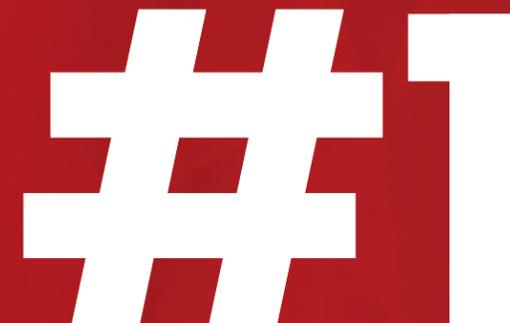
#1 STORE IN THE STATE

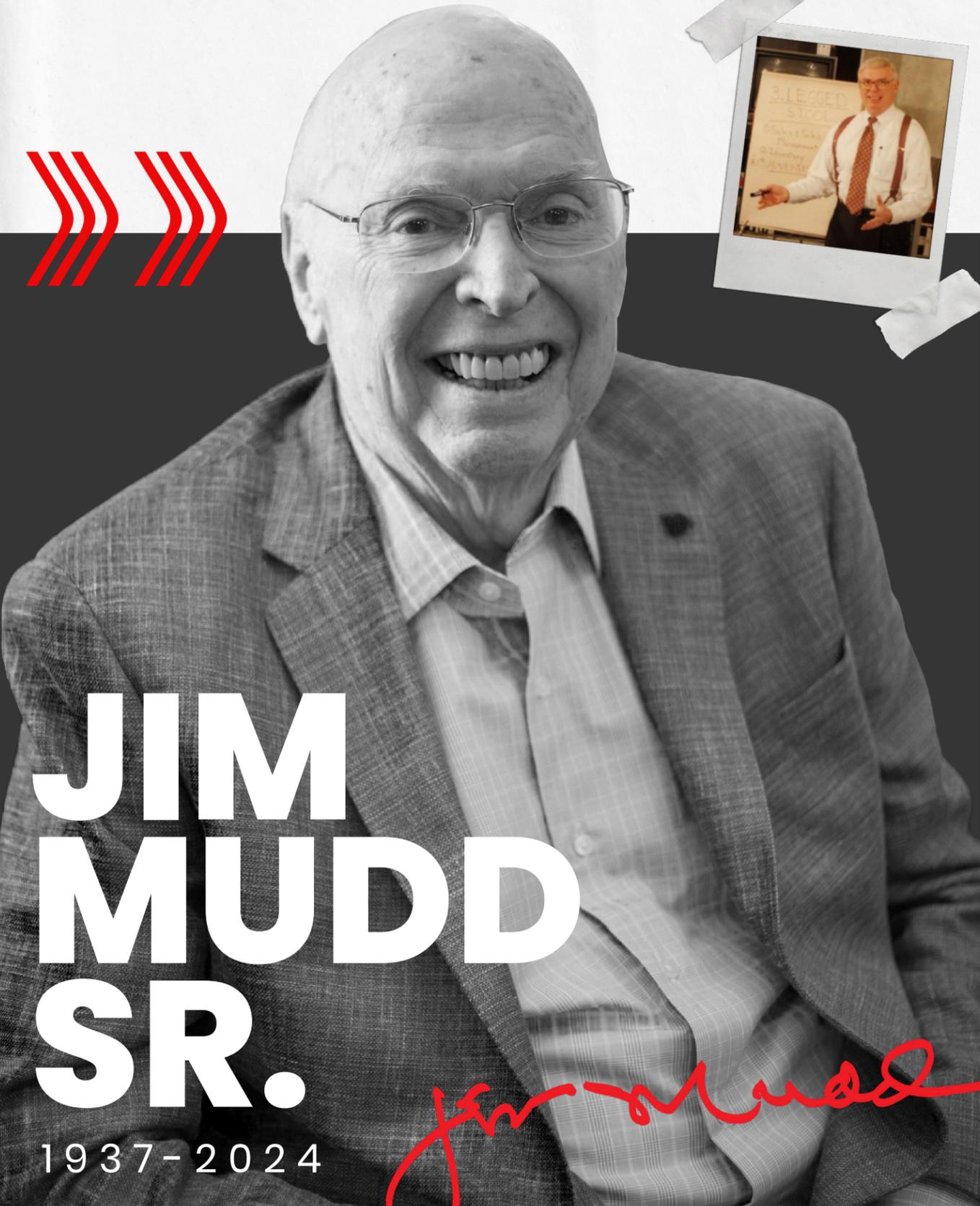
Dave Smith Motors - Kellogg, ID



#1 STORE IN THE STATE

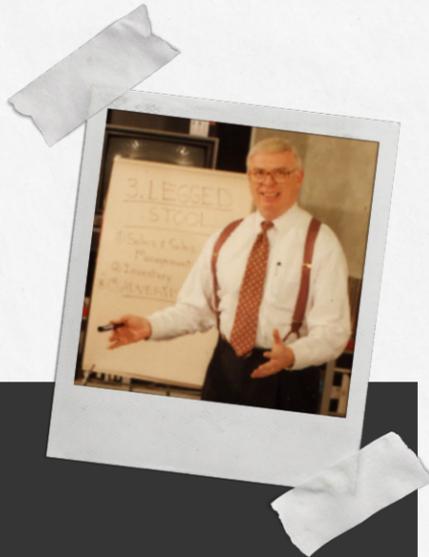
Gandrud Chevrolet - Green Bay, WI





**JIM
MUDD
SR.**

1937-2024



Remembering

OUR FOUNDER.

"We love it when
you succeed!"
- Jim Mudd Sr.

Jim Mudd Sr. began his career in radio, but after 25 years in broadcasting the industry hit hard times, forcing him to sell his station. Unsure of his next step, a close friend who owned a local automotive dealership asked him to manage their ad campaigns. That was 1981 and Mudd Advertising was born in the basement of Jim's home.

Over the years, Mudd Advertising found great success. Jim was able to serve thousands of clients, not only in the United States, but globally. His strategically different advertising and marketing approach quickly spread. Mudd Advertising became known as a "Results Oriented Organization" that always seemed to be on the leading edge. **His simple formula of not being afraid and embracing new technologies helped his clients grow.**

We remember Jim as a proud father, husband, family-man, and business entrepreneur. His strong devotion to the Lord was evident in everything he did; strengthening him with inspiration, guidance, and love.

Jim would say that his greatest accomplishment was witnessing his family grow together as a team to help run the business. Even after passing down the company, Jim would continue to send emails to the office showing much enthusiasm for the daily work happening at Mudd Advertising. **He loved it when we succeeded!**

For more than 45 years, Jim's Gung-Ho philosophy has been the fuel for Mudd's astounding growth and vision. It's a belief system that values meaningful work and encourages striving for measurable goals while celebrating along the way.

We are STRONG because Jim Mudd, Sr. made our foundation STRONG.

Thank you, Jim.

MUDD GOALS

1. Create an advertising company to serve automobile dealers, and other clients that focus on and deliver results using a scientific approach and data from consumers
2. Create leading edge campaigns that maximize technology to deliver systematic and immediate results for customers utilizing our unique formula for success
3. Treat employees in a way as to become an employer of choice.
4. Work every day to add clients
5. Serve others in a way that the clients and customers would be surprised and delighted



MUDD
ADVERTISING®

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