



AI That Eliminates Ad Waste and Accelerates Hispanic Auto Growth Across Every Device

Connecting the 25% of buyers driving 68% of U.S. industry growth through AI precision, cross-device optimization, and cultural authenticity.

The Largest Growth Engine in Auto Is Ready to Be Reached

Hispanic consumers power 68% of automotive industry growth and represent 25% of total vehicle sales. Autoproyecto's AI-powered tools enable brands to reach this audience with precision, efficiency, and cultural intelligence across the entire purchase journey.

25%

Vehicle Sales

are by Hispanics

68%

Auto Industry

Growth is by Hispanics

86%

Purchase Lift

if brands connect culturally & authentic messaging

AI-powered targeting activates this growth across every screen.





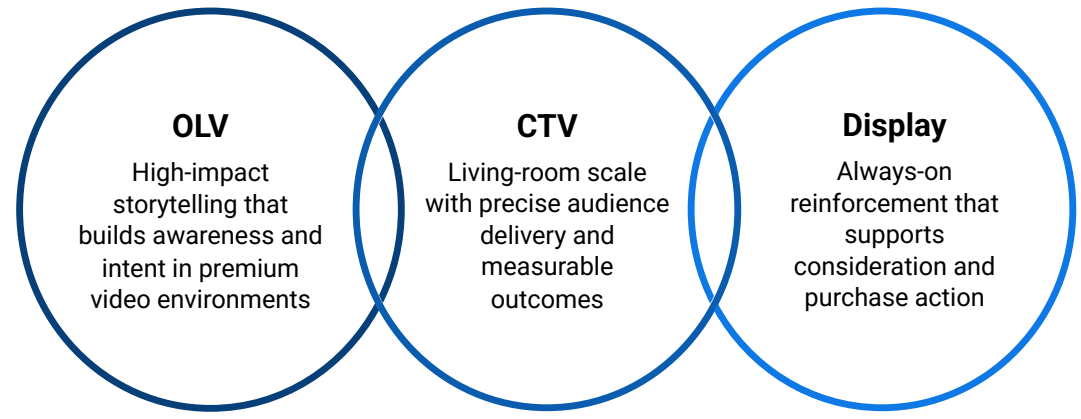
Reach Millions of Hispanics at Scale

One Audience. Every Screen. Measurable Impact.

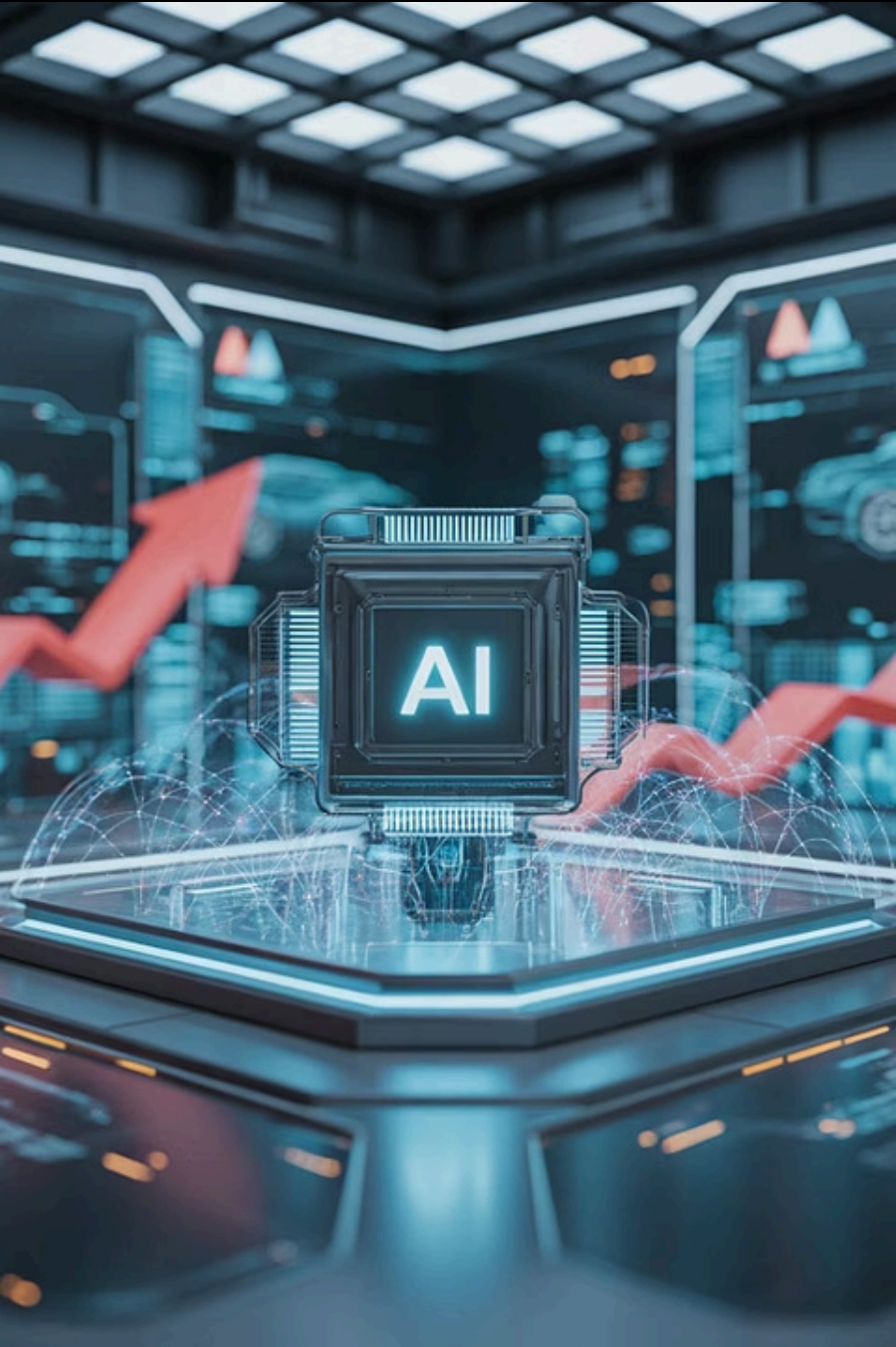
Autoprojecto's AI-powered audience intelligence enables brands to reach **millions of Hispanic consumers** across premium **OLV, CTV, and Display** environments at scale, with precision, and cultural relevance.

Our AI manages frequency, sequencing, and optimization across OLV, CTV, and Display to maximize impact at scale.

Where Your Brand Wins



Built for Scale. Powered by AI. Designed for Outcomes.



Why This Infrastructure Changes the Game

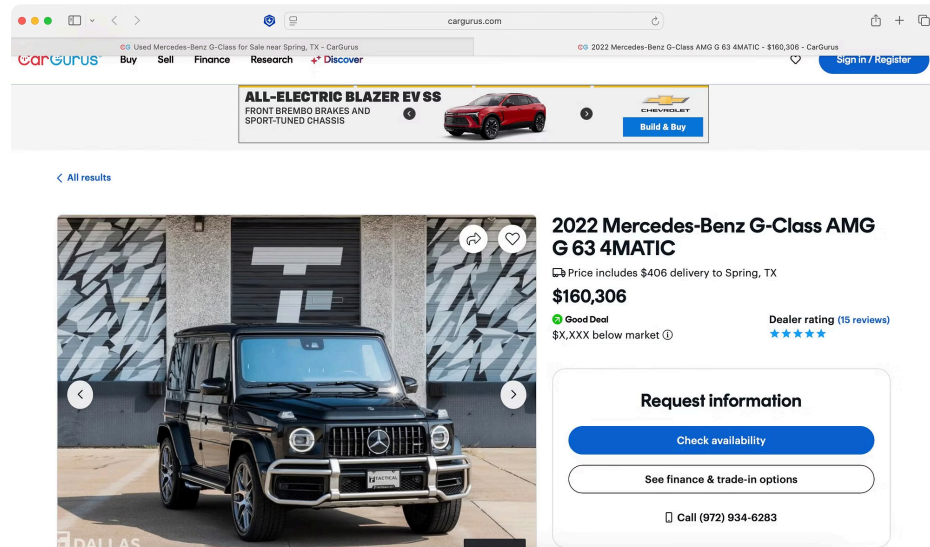
Autoproyecto has partnered with Audience Path to deliver a next-generation activation built on trust, innovation, and measurable performance.

- Autoproyecto = cultural + first-party intent
- Audience Path = AI signal intelligence at scale
- Together = verified buyers, not modeled assumptions

This partnership creates a single AI optimization layer across content, media, and outcomes.

AI Personas Remove 50% of Ad Waste Before Spend Happens

AI filters audiences before dollars are spent and continues optimizing during delivery.



-Typical case of ad waste: Chevy Blazer EV ad being shown to a \$160k Mercedes-Benz AMG G63 V8 Biturbo vehicle.

Half of Auto Media Spend Is Wasted, Here's Why:

- Broad targeting \neq buyer intent
- Irrelevant impressions burn budget
- Waste hides inside "reach" metrics

Our Solution: AI Personas That Remove Waste

Autoproyecto + Audience Path use real Hispanic personas and intent signals to eliminate irrelevant impressions.

When Waste Is Removed, Performance Accelerates

Every KPI improves because every impression matters.

+38%

Lift in Site Visitation

AI identifies high-intent Hispanic intenders early – delivering awareness that converts.

-27 %

Lower Cost per Qualified Action (CPQA)

AI eliminates inefficient audiences and reallocates spend to proven converters.

+36 %

Increase in Dealer Locator Visits

AI precision connects digital behavior to real-world action – bridging screen to showroom.

Performance improves because AI optimizes every impression across devices in real time.



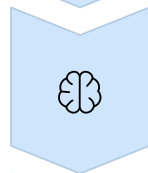
How AI Identifies, Activates, and Optimizes Buyers in Real Time

Autoproyecto identifies, engages, and activates Hispanic consumers in real time, reaching those already researching vehicles and competitors.



1. Autoproyecto Cultural persona intelligence

Deep cultural understanding and behavioral profiling



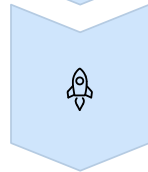
2. AI Real-time intent recognition

Real-time identification of purchase intent signals



3. First-party data activation

First-party data activation across premium inventory



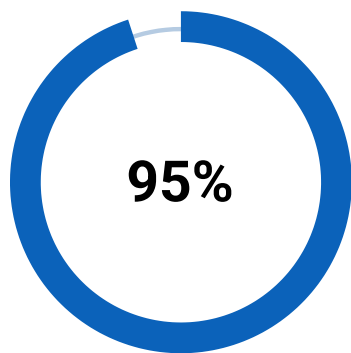
4. Precision delivery and continuous optimization across all devices

Message reaches verified in-market buyers

This is how Autoproyecto connects your brand message to real buyers in-market, in-culture, in real time.

These Are the Buyers Who Decide and Influence Auto Sales

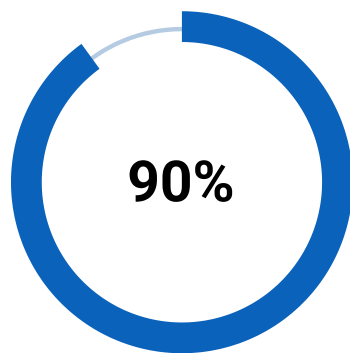
Educated & Informed



Grad School

Insight: Knowledge drives confidence – they research, compare, and act on trusted information.

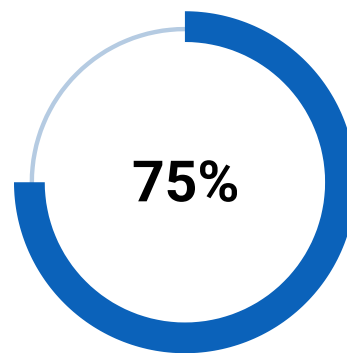
Affluent



Income Over \$150K

Insight: These consumers invest in quality and technology, not just utility.

Family-Focused



Has Kids

Insight: 13% more likely to prioritize family safety and reliability

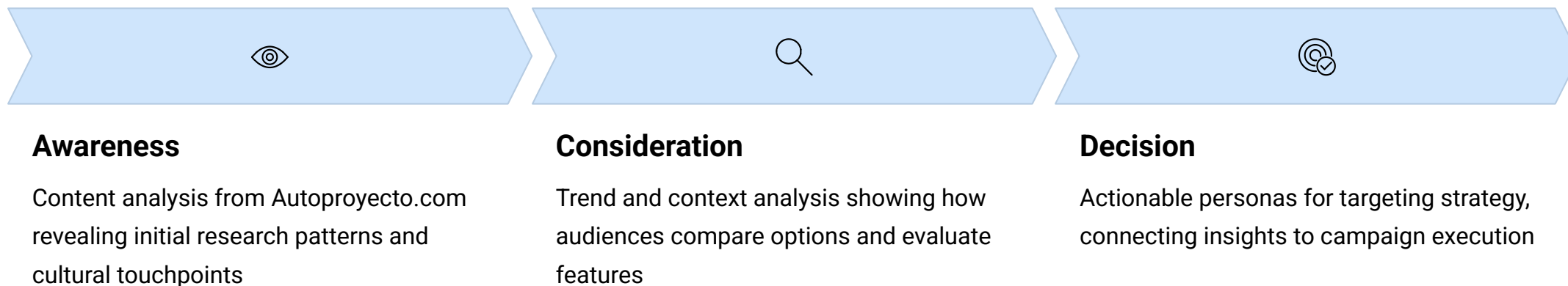
They Decide, not browse. These buyers drive higher lifetime value, not just conversion.



We Control the Hispanic Buyer Journey From Curiosity to Commitment

AI guides messaging, format, and frequency at each stage.

Three unique audiences across the shopping journey from awareness to decision. These personas were developed through rigorous analysis combining content engagement patterns, search behavior, and cultural insights.



Each persona represents a distinct mindset and set of priorities, requiring tailored content strategies and engagement approaches to effectively guide them through their automotive journey.

AI Turns Content Behavior Into Buyer Intelligence

Our methodology leverages advanced artificial intelligence to transform raw data into actionable audience insights. By analyzing thousands of content pieces and behavioral patterns, we've created a sophisticated understanding of Autoproyecto's diverse audience.

01

Content Analysis

AI analyzed thousands of articles, videos, and interactive elements from Autoproyecto.com to identify engagement patterns and content preferences

02

Behavioral Mapping

Search behavior, content themes, and engagement metrics were mapped to identify distinct audience clusters and their journey stages

03

Predictive Modeling

Our predictive targeting engine creates AI Twins –digital representations mirroring real Autoproyecto visitors for precision insights and testing

📌 **AI Twins Technology:** *We simulate real buyers before dollars are spent, reducing risk and waste. This allows campaigns to be optimized before launch and improved continuously during flight.*

Real People, Real Motivation, Real Results

Each persona maps to specific vehicle categories and trim strategies.



El Conquistador

Archetype: Adventurous Achiever

Gender: M, 25–54 years old

Motivation: Freedom, family pride

Driver: Power & performance



El Empresario

Archetype: Executive Owner

Gender: M, 35–60 years old

Motivation: Success, leadership

Driver: Strength & design



La Protectora

Archetype: Family CFO

Gender: F, 30–54 years old

Motivation: Safety is love — I research for my family first

Driver: Reliability & trust



La Ejecutiva

Archetype: Empowered

Professional

Gender: F, 35–55 years old

Motivation: Independence, achievement

Driver: Style & versatility

Most Media Finds Buyers Too Late. Our AI Finds Them Early.

Our AI-powered persona engine analyzes behavioral patterns, cultural signals, and intent markers to identify high-probability buyers while they're still in the early research phase.

01

First-Party Data Collection

AI analyzes Autoproyecto's proprietary dataset including video interactions, search term patterns, social media engagement, and content consumption behaviors. This creates a rich foundation of actual buyer behavior—not assumptions.

03

Digital Mirror Creation

The RAY Signal Engine builds look-alike audiences that mirrors Autoproyecto first-party intent signals across the open web. These "Digital Mirrors" identify consumers exhibiting similar behavioral patterns even if they've never interacted with our properties before.

02

AI Behavioral Modeling

Machine learning algorithms cluster behaviors into distinct cultural personas: **La Protectora** (safety-focused family decision-maker), **El Visionario** (innovation-driven early adopter), **La Trendsetter** (style-conscious influencer), and **El Independiente** (value-seeking pragmatist).

04

Activation & Optimization

Programmatic OLV and CTV ads serve exclusively to Mirror-matched audiences, ensuring every impression reaches a high-probability buyer. The system continuously refines targeting based on performance data. Activation spans OLV, CTV, and Display with unified optimization logic.

Measurable ROI When Culture and AI Work Together

A recent branded content integration powered by Autoproyecto's AI Precision Engine drove measurable action across the full purchase funnel – from awareness to dealer research.

95%

Website Visits

Visited manufacturer site after exposure

93%

Review Research

Searched for vehicle reviews

88%

Inventory Checks

Explored local dealership inventory

These results show how culturally authentic storytelling, amplified by AI optimization, moves audiences from inspiration to intent. Every data point reflects a real action, a journey from the screen to the showroom.



When creativity meets data, inspiration becomes conversion

Added Value: Analytics That Strengthen Every Campaign

Every campaign includes transparency tools that validate ROI and inform future investment.

1 Brand Lift Study

Validates awareness and purchase intent impact through control/exposed methodology. Quantifies the direct effect of campaign exposure on consumer perceptions and consideration, providing clear evidence of marketing effectiveness.

2 AI-Enabled Creative Analysis

Measures attention and engagement at the creative element level. Identifies which messages, visuals, and calls-to-action drive the strongest response, enabling creative optimization for future campaigns.

3 Pre/Post Audience Analysis

Quantifies perception change and ROI across key brand metrics. Demonstrates how campaign exposure shifts consumer attitudes, builds brand equity, and moves prospects closer to purchase decisions.

Purpose Beyond Performance: Every Campaign Creates Measurable Impact

10% of every campaign supports organizations that empower families, education, and communities across the Americas. Purpose and performance evolve together.

The Tony Robbins Foundation

Empowering youth, feeding families, and creating transformational change worldwide.

Civil Mafia Foundation

Supporting education, arts, sports, and local nonprofits across the U.S., Puerto Rico, Argentina, and El Salvador.

Cancer Research Organizations

Funding innovation, treatment access, and hope for families fighting cancer.

Purpose strengthens trust, which strengthens performance in Hispanic communities.



15 Years of Driving Connection and Trust and Still Innovating!

Fifteen years of insight now powered by AI optimization.

For fifteen years, Autoproyecto has been the trusted destination where Hispanic drivers find in-language automotive reviews, buying advice, and expert guidance. **75% of Autoproyecto users visit to research before buying a vehicle**, making it one of the most influential platforms in the automotive journey.

Audiences connect with Autoproyecto wherever they consume content – digitally, on **Telemundo's national morning show *Hoy Día***, across **social media**, and on **leading streaming platforms**. No other Spanish-language automotive company reaches Hispanic audiences across all these channels with such consistency and cultural impact.

- **Video First Strategy with Multi-Platform Reach**
Digital, TV, Social, Streaming
- **Updated 4x Daily**
Original content continually
- **16,000+ Articles**
A rich legacy of content

Trusted where Hispanic buyers research before they buy.



Stop Paying for Waste. Start Paying for Buyers.

The next wave of automotive growth is already here.
Let's lead it together.

Activate AI-Optimized Hispanic Intenders

