



DEALER.COM ADVERTISING

Reach and engage more buyers across every device with the industry's premier digital advertising solution.

The Dealer.com Advertising Package is the industry's leading digital advertising solution. It allows you to automatically connect your cars with their most likely buyers, track and monitor ROI in real-time across your complete program, and execute any strategy, at scale, adapting as the situation requires. For dealers who seek the most efficient way to unlimit their online sales opportunity, no other solution comes close.

Proven Performance

Dealer.com Advertising, combined with Dealer.com SEO, is proven to significantly increase traffic and leads.

Key Features:

- Multichannel integration, including paid search, retargeting, display, social, and video.
- Unmatched coverage, reach, and data; our ads run on every major ad network.
- Positioned for a mobile-first world; our mobile-friendly display ads paired with our comprehensive search and social offerings provide a strong presence across all devices.
- Unapologetically automotive, we expand our reach and relevancy through strategic partnerships with Autotrader, Kelley Blue Book, vAuto, Xtime, OEM incentives, dynamic inventory feed-based ads, and more.
- Local targeting driven by the world's largest shopper data set, aligned specifically to your dealership strategy.
- Comprehensive strategic support.
- Complete analytics for every campaign.





Paid Search

Dealer.com Paid Search is the most awarded and most trusted paid search solution in automotive. Fully integrated with your inventory, bolstered by vehicle-specific content for every ad, and in-tune with your OEM, Dealer.com Paid Search is proven to differentiate your dealership and capture the existing demand in your market.

Retargeting

Dealer.com Retargeting is the proven way to turn digital “be-backs” into customers. Retargeting campaigns deliver specifically curated galleries of relevant vehicles and offers to your prospects after they leave your site. Each ad reflects your pricing, specials, and photos, keeping each customer connected to your dealership.

Display

Fueled by the industry’s most powerful data-targeting, Dealer.com Display drives new customer demand more effectively than any other advertising technology. Equipped with display fraud protection, Dealer.com Display delivers the most cost-efficient, effective ads possible. Strategically targeted campaigns deliver compliant and impactful inventory ads to potential buyers virtually everywhere they travel online, influencing their decisions throughout their path to your showroom.

Audience Targeting, Powered by Autotrader and Kelley Blue Book

Dealer.com has partnered with Autotrader and Kelley Blue Book to deliver unprecedented, exclusive access to car shoppers in your market. With Audience Targeting, you can reach Kelley Blue Book and Autotrader shoppers and direct them back to your website through Dealer.com’s industry-leading machine learning and real-time bidding automation. It’s the most powerful way to reach a critical audience never-before accessible to you, and to capitalize on existing demand in your market.

Facebook Dynamic Ads

Dealer.com Facebook Dynamic Ads are specifically tailored for automotive. Reach shoppers in your area with targeted inventory ads that are dynamically created and served on both the desktop and mobile Facebook Newsfeed. Retarget shoppers that have visited your website or target new, in-market shoppers to drive them directly to your vehicle details pages.

Video Advertising

Dealer.com Video Advertising helps build brand and inventory awareness in your market in a dynamic and engaging format. Shoppers who view video are 1.81x more likely to purchase than non-viewers, and click-through rates on video are exponentially higher than other forms of media: 4.25% on desktop and 11.8% on mobile screens.* Dealer.com Video Advertising campaigns can align with your specific sales strategy, in multiple formats, available on both mobile and desktop devices.

**Source: 2013 Google Study “Digital Drives Auto Shopping”*

Unified Advertising Dashboard

The Unified Advertising Dashboard introduces a new way to analyze advertising performance data. It features a simple, linear model that attributes metrics across campaigns. This allows you to see holistically how your digital advertising is driving traffic to your website.

Analytics

Dealer.com offers the industry’s most insightful, accurate reporting to help inform successful campaigns and strategies. Each campaign we bring to market is fully tracked and recorded, enabling you to measure reach, impact, and overall brand lift from every source — across an entire group portfolio or for a specific dealership.

Strategic Partnership

Every time you work with Dealer.com, you gain access to our expert analysts, strategists, and Google and Bing-certified partners who will help you hone your strategy, and create a campaign that delivers real results.

Call Tracking

Every paid search and display ad campaign is tracked and recorded, allowing you to measure marketing reach, advertising impact, and overall brand lift from each source.