

ADVERTISING PACKAGE

Unlimit your opportunity

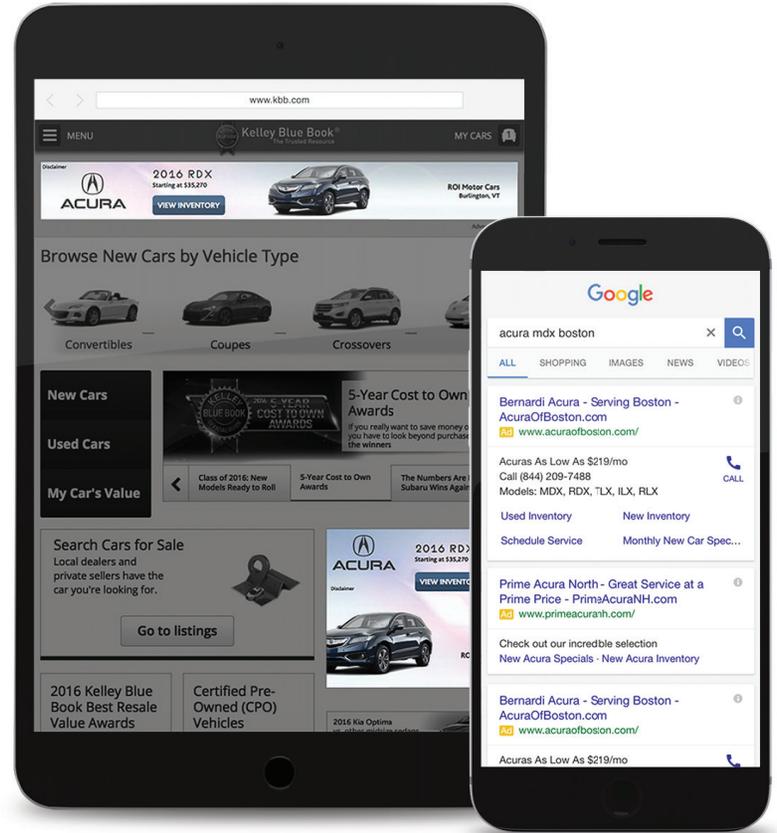
The Dealer.com Advertising Package is the industry's leading digital advertising solution. It allows you to automatically connect your cars with their most likely buyers, track and monitor ROI in real-time across your complete program, and execute any strategy, at scale, adapting as the situation requires.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

Key features:

- Multichannel integration, including paid search, retargeting, and display
- The industry's broadest digital reach: every major ad network
- Local targeting driven by the world's largest consumer data set
- Comprehensive strategic support
- Complete analytics for every campaign

Proven Performance

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



VDP Views
+19%

Form Submissions
+28%

Visits
+39%

Visitors
+41%

Total Conversions
+46%

Phone Conversations
+50%

DEALER.COM ADVERTISING PACKAGE

Paid Search

Dealer.com Paid Search is the most awarded and most trusted paid search solution in automotive. Fully integrated with your inventory and bolstered by vehicle-specific content for every ad, it's 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 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. 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.

Unified Advertising Dashboard

The Unified Advertising Dashboard displays comprehensive advertising spend and performance data at both the group and rooftop levels. Measure campaign progress across the entire group portfolio or manage an ad budget for a specific dealership. It's all your data, for all your advertising campaigns, in a single dashboard.

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, allowing 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 stable of expert analysts, strategists, and Google and Bing-certified partners who will help you hone your strategy, and create a campaign that delivers real results.

CallTracking

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