CAR DEALERSHIP
DIGITAL ADVERTISING
Targeting Car Buyers Based On Their Online & Physical Activities
GEO-TARGETED ADVERTISING
Target Advertising Within Your Service Area to Limit Wasted Dollars with Custom Polygons
New Technologies allow us to target advertising by State, County, City, IP address and specific Zip codes where our target audience lives and frequents.
KEY GEO FENCING BENEFITS
Only need Location Services of Mobile Devices to run. NO OTHER REQUIREMENTS NEEDED
Over 90% Of Users Have Location Services Turned On Their Mobile Devices
Does not require Physical BEACONS
Location File Import and Export capability
Granular Localization via Custom Shapes & Sizes
Target Visitors For 1 Day – 30 Days
Serve Ads across the 600,000 App's we have access to
Retarget customers who visit or someone through someone Around location
LOCATION-BASED ADVERTISING (GEO FENCING)
SALE
Unprecedented Precision Marketing Based On People's Physical Activities
Reach car buyers, shoppers, and people in need of auto repair who visit your competitor locations in the your metro area
CONVERSION ZONES – IS YOUR ADVERTISING WORKING?
Next Level of Tracking The Success of Your Marketing – Based On Them Visiting Your Store
Track car buyers, shoppers after they've seen your Ads around the web and afterward visited your car dealership to determine how effective your advertising has been.
GEO-FENCING INVENTORY AND REACH
1.5+ Trillion Auctions Per Month In Browser & In App
1.3 Billion Unique Devices
600,000 Applications 11,000 Publishers
HOW GEO FENCING WORKS
A virtual geo-fence is traced around car dealership where the advertiser wants to build an audience based on user visits to a particular locatio
SEARCH RETARGETING: SAME REACH AS GOOGLE ADWORDS
Car Buyer & Automobile Repair Searchers
Car repair
Chevy Tahoes
BMW X5 2017
Toyota Camry 2016
Ivory Chevy
Mercedez Coupe Black 2015
Trucks for sale under 10000
Florida Lexus Dealerships
Target car repair and automobile buyers who have recently performed a search on other search engines/ website outside of Google, even if they did not visit your website.
SITE RETARGETING: EVERYTHING WORKS SMARTER
Continue speaking to people who visited YOUR WEBSITE
CRM RETARGETING: TARGET YOUR OWN EMAIL LISTS
Target users who have are currently on your email marketing lists with Ads whefever they visit around the web.
CRM retargeting can be immensely effective if you have a list of car buyers and ongoingly want to only target those who have a car lease up for expiration in the next 3 – 6 months.
CRM
EXTENDING CAR COMMERCIALS WITH VIDEO
ADVANTAGES OF ADDING VIDEO
Less Expensive Than TV
Reach the same audiences online that are watching your TV campaigns
Leverage your TV budgets and creative assets to extend into digital advertising
Buy ad ads that allow for searchers to still click a companion banner to visit your website
BEACH
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