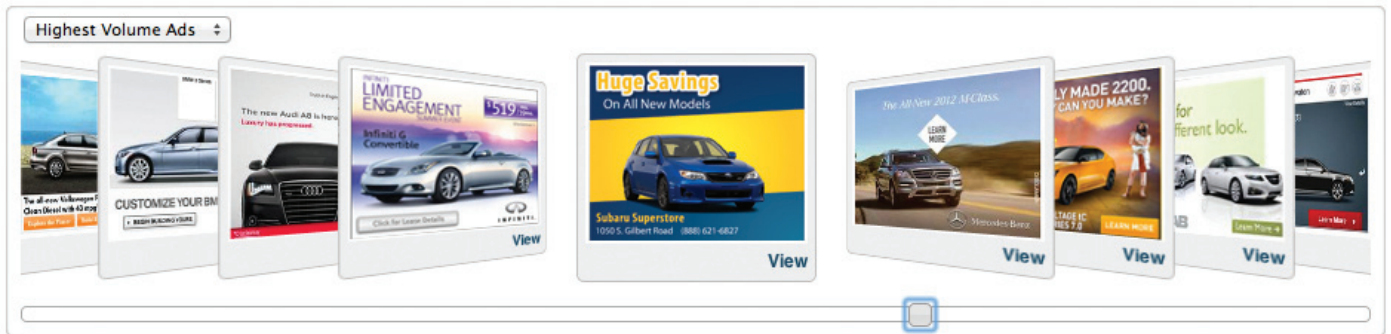




The most efficient way to deliver and track custom digital advertising campaigns.

Dealer.com Display Advertising automatically creates unique sales and service advertisements and distributes them across targeted, relevant websites from one integrated platform. Each campaign can be customized and easily tracked through ControlCenter™, making them a highly cost-efficient way to increase dealership exposure, reach more customers and drive higher brand consideration.



Display Advertising Includes

- Display ad campaign manager
- AdBuilder display ad creation tool
- Audience targeting and remarketing
- Campaign tracking includes Phone tracking, URL tracking and more
- Campaign analytics to measure display campaign results

Instantly generate display ads, target the right audience, and track campaign results – all from ControlCenter

Automatically Create Custom Ads

Generate display ads right from your ControlCenter with ease. Our AdBuilder tool provides access to customizable Dealer.com templates and OEM assets, and also enables you or your ad agency to design and upload unique display ads.

Target Your Audience

Audience building tools help target consumers most receptive to your message. After creating these groups, which can be saved and edited as needed, you can utilize Dealer.com’s managed display services and our team of analysts to launch ads on your behalf.

Display advertising focuses dealership branding efforts by targeting ads triggered by:

- **Remarketing:** a consumer’s previous visit to a dealership’s website
- **Contextual:** online content matching the interests of target consumers

Leverage Google to Launch Campaigns

Display ads are automatically distributed through the Google Display Network, generating image and rich media ads on Google properties, YouTube, and millions of web and mobile partner sites.

Track Effectiveness

Integrated reporting and a display dashboard present campaign results in real time, including impressions, traffic, and overall lift.



Reach over **80%** of online shoppers on the Google Display Network



Dealer.com is a selected Google AdWords Premier SMB Partner.



Included in the Dealer.com Advertising Package