



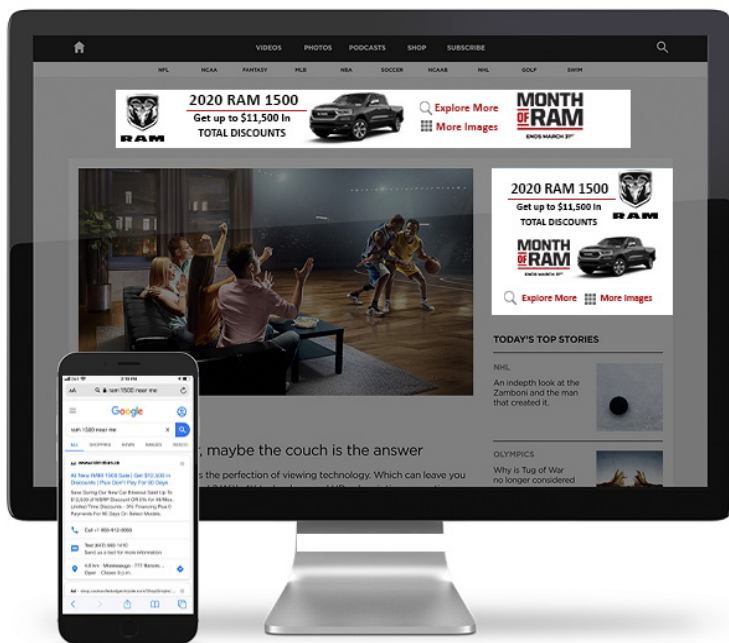
DEALER.COM<sup>®</sup>

FCA DIGITAL CERTIFIED PARTNER

Reach and engage more buyers across every device with the industry's premier digital advertising solution. Our experts help you master automotive digital marketing and maximize results.

UPGRADE  
YOUR DIGITAL  
PERFORMANCE.

# Capture demand from in-market shoppers searching for inventory or service.



## OUR PRODUCTS

### Retargeting and Display

- Reach shoppers across the most relevant networks
- Target the right shopper with the right message
- Retarget shoppers who visit your website

### Paid Search

- Expanded Text Ads
- Price Extensions
- Remarketing Lists for Current Ad
- Key partnership with Google, Yahoo and Bing

### Social Advertising

- Turn digital “be-backs” into return visitors.

### Dynamic Ads

- Dynamic Ads will drive traffic to specific Vehicle Detail Pages. We will create advertising campaigns and specific ads for cars that show on your website in “near” real-time.

### NEW: Video Advertising

- Get your message across to in-market automotive shoppers
- Choose 6 OEM specific offers and up to 7 variations for 42 possible video combination offers per month
- The ads are skippable ads, 15 seconds’ max
- Dealer pays when the video is watched in full or clicked

# PREMIER DIGITAL SOLUTIONS

## Secure your investment with the industry's ad security leader.

Our partnerships with White Ops and the Trustworthy Accountability Group detect and block bots and non-human traffic, protecting your investment from wasteful ad fraud.

## Enjoy the benefits of strong ad design

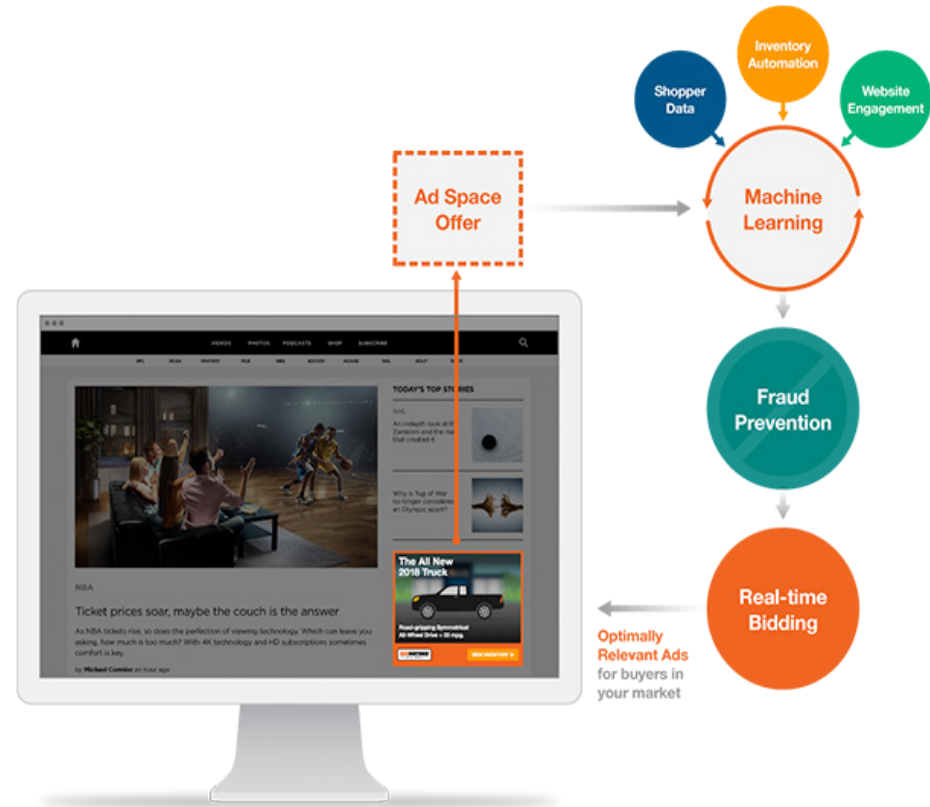
Our User optimized, OEM-compliant ads and ad types ensure uniformity of your brand to consumers on all devices. Our expansive gallery of display creative was created with the consumer and compliance in mind.

## Our key partnerships keep you on the cutting edge

As a Google SMB Premier Partner and a Bing Elite SMB Partner, Dealer.com remains committed to delivering the most effective paid search ads, working directly with these leaders to ensure we're trained to stay ahead of advancements and maintain the most efficient and effective portfolio.

## Ad platform technology

Our proprietary Machine Learning and Real-time Bidding platform harnesses the industry's richest consumer data set, delivering you optimal ad relevance and maximum return on investment.



## 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.

## Proven Performance

Dealers who advertise with Dealer.com see stronger performance than dealers who do not advertise with Dealer.com. On average, dealers who advertise with Dealer.com enjoy.

**20%**

More Visits

**23%**

More VDP Views

**149%**

More Leads



Source: Dealer.com Internal Data, January 2018

Questions about our Digital Solutions? Contact us at **1-888-895-8701** or visit **Dealer.com**