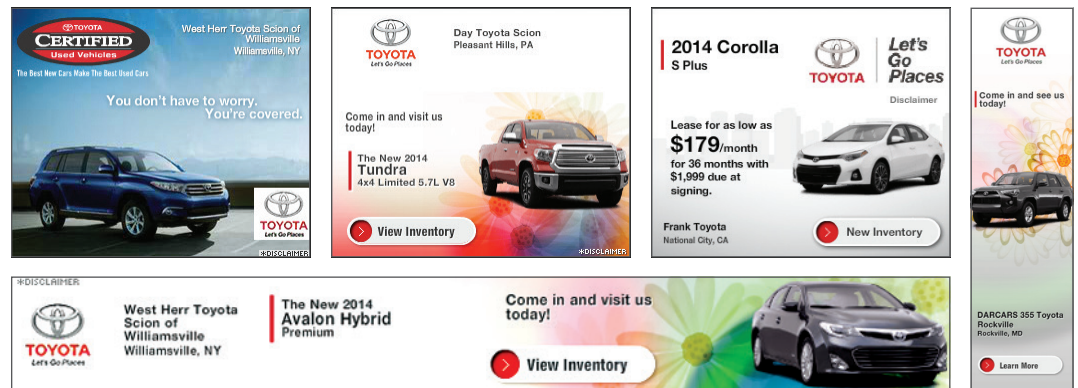


Twice the Leads – in One Month

Connected campaigns power Toyota dealers

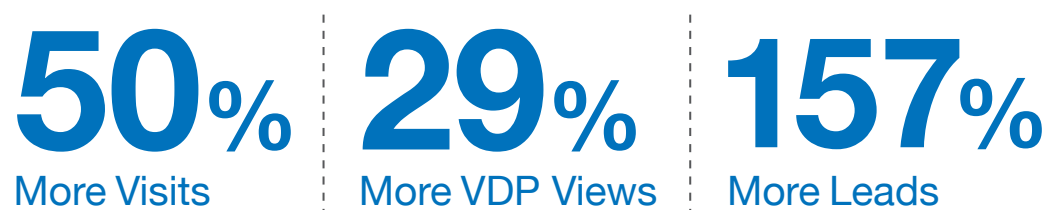


A Unified Partnership

Seeking to take advantage of new digital advertising opportunities and efficiently drive more relevant site traffic – all without adding the burden of separate advertising vendors – Toyota dealers nationwide have turned to the Dealer.com Unified Advertising Exchange.

Exceptional Results

From December 1–31, 2013, Toyota dealers that combined paid search with retargeting and behavioral/contextual display campaigns through the Dealer.com UAX enjoyed powerful results:



Compared to those who didn't advertise on the web, Toyota dealers saw overall traffic climb 50%. Vehicle Details Page views increased 29%, and total leads more than doubled.

To learn more about digital advertising through the UAX, visit dealer.com/advertising