

Advertising



TARGETED CAMPAIGNS ACCELERATE DEMAND FOR YOUR INVENTORY AND DEALERSHIP SERVICES.

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and dealership services to the places where your customers browse, shop, or consume content online. We connect your cars to your customers through a flexible, intelligent, and secure advertising solution powered by exclusive consumer insights, market intelligence, and first-party data.

Key Features and Benefits

Reach shoppers everywhere. Target low-funnel shoppers wherever they consume digital and create new demand across the channels that drive sales opportunities. Expand your reach across Paid Search, Retargeting and Display Channels, Facebook and YouTube, along with Connected TV and over-the-top media.

Invest wisely. Put Cox Automotive data to work for you. We turn our vast, exclusive collection of first-party buying signals from across Cox Automotive into predictive insights and real-time business intelligence. No other automotive partner comes close to helping you reach the right customer with the right message at precisely the right time in their buying journey.

Flex your portfolio as your needs and goals change. We know that market forces challenge dealership marketing budgets, so Dealer.com offers you the flexibility to choose the channels that work best, and to adjust your strategy as needed. Backed by digital marketing expertise and our proprietary Compass Advertising Intelligence engine, we'll help you pivot when you need to.

Advanced fraud protection. Spend with confidence, knowing that your digital investment is spent reaching the right shoppers, and is protected from bots, non-human traffic, and fraud. Our partnerships with White Ops and the Trustworthy Accountability Group (TAB) monitor your campaigns and offer best-in-class investment protection.

Maximize Your Visibility

Dealer.com will work with you to customize a strategic advertising portfolio that meets your needs. Our multi-channel, data-powered approach drives more high-quality traffic, website engagement, and leads than Paid Search and Retargeting alone.*

266%

More Visits

311%

More VDP Views

164%

More Leads

242%

More Quality Visits

*Average performance of 464 Dealers using search and retargeting channels vs. 291 using search, display, retargeting, Facebook, Video, and SEO. June – November 2020.

Expert Guidance

A solution for your unique needs. The Compass Automotive Intelligence engine craft your custom, multi-channel strategy and budget recommendations based on exclusive in-market shopper data, Cox Automotive AI, and your dealership goals.

Your strategic partner. Our Google and Bing Certified Performance Managers guide your strategy and help you build strong campaigns that deliver results for all of your dealership's profit centers.

Precision analytics. Dealer.com offers insightful reporting to help you measure the results of your campaigns and strategies. Measure reach, impact, and overall brand lift across every channel and every campaign.

Unparalleled Knowledge of the Consumer

Unprecedented First-Party Data. Cox Automotive gathers billions of automotive-specific buying signals from across our family of brands. From this combination of first-party client, consumer, and vehicle data, we build actionable insights that reliably predict propensity to buy. Some of the unique attributes we model include propensity to purchase, likelihood to finance vs. lease, make and model of interest, and price range. We can then merge these attributes into targetable audiences that can be further refined with location data, such as DMA, city/state and even zip code.

In-Market Audiences. Target shoppers across multiple channels who have researched your inventory or similar vehicles on Kelley Blue Book or Autotrader in the past 90 days.

Smarter Ad Copy Choices. Dealer.com uses vAuto data, including Market Day Supply, Price Rank, vRank, and Price to Market, to filter inventory for advertising through Paid Search, ensuring you spend the right amount marketing the right vehicles. We also dynamically show price in your ad copy based on how your vehicles are priced in your market.

Service Pricing. Dealer.com will further promote your service department with precise paid search copy that includes price—using relevant data from your Xtreme Schedule.

Multi-Channel Reach

Build targeted campaigns wherever your customers browse, shop, or consume digital content, including display channels, paid search, Facebook and Instagram, YouTube, Connected TVs, over-the-top and emerging media channels.

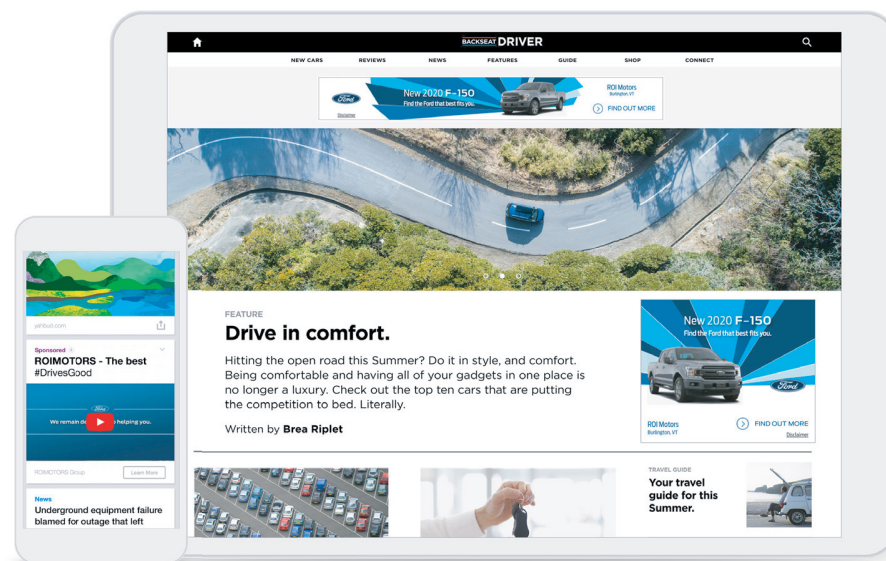
Additional Services

Waze Advertising Integration. To help you reach service-minded shoppers and stay current with evolving media consumption, reach drivers on-the-go with Waze Pin or Search Ads.

Custom Display Creative Service. Our Campaign Coordinators create compelling, digital content that drives on-site engagement aligned to your goals and brand identity.

Turnkey or Custom Video Advertising Creation. Build brand and inventory awareness on today's most popular and engaging video channels.

Connected Video Advertising (Sold Separately). Targeted campaigns across Connected TVs and over-the top media.



Dealer.com Advertising Fees & Features

	STANDARD 25% of Spend	ADVANCED 25% of Spend	PREMIUM \$1,650 + 8% of spend up to \$2,499**
	Retargeting, Search, Demand Capture, Co-Op, Profit Centers	Demand Capture, Demand Generation, exclusive Cox Automotive Audiences, Data and Strategic Add-Ons	Add-On Pricing Discounts, Advertising Performance Manager Support
Minimum Fee***	\$299	\$650	\$1,650
Monthly Platform Fee	\$149	\$149	\$149
Performance Management & Consultation	PERFORMANCE MANAGER	PERFORMANCE MANAGER	PERFORMANCE MANAGER
Display Retargeting	•	•	•
Paid Search	•	•	•
Parts, Service, Body Shop	•	•	•
Facebook (including Instagram)	•	•	•
Network Display, Cox Automotive Endemic Network*	•	•	•
Cox Automotive Audiences (Autotrader and Kelley Blue Book)*	•	•	•
Cox Automotive Integrations (vAuto, Xtime, Cox Automotive Enterprise Data)*	•	•	•
Dealer.com Promotion Eligibility	•	•	•
Emerging Media: Waze Advertising Add-On	–	\$99	\$49
Video Flighting	–	\$299	\$199
Turnkey Video Creative and Flighting	–	\$1099	\$799
Advanced Custom Video with Flighting	–	\$1399	\$1099
Premium Custom Video with Flighting	–	\$1799	\$1499
Custom Display Creative Service	–	\$299	\$299
Advertising Performance Manager Support*	–	\$250	INCLUDED

* Exclusive to Dealer.com and Cox Automotive.

** The minimum fee for the Premium Advertising Package is \$1,650/month, plus 8% of any ad spend in excess of \$7,500/month, up to a maximum of \$2,499/month in total fees. The fee maximum does not include the cost of any a la carte product listed above.

*** Does not include a \$250 setup fee for dealers without a Dealer.com website.

To learn more about Dealer.com Advertising, please contact your Performance Manager or a Dealer.com Advertising Sales Consultant at 888.718.9331.