

DYNAMIC INVENTORY ADS

FOR FACEBOOK & DISPLAY

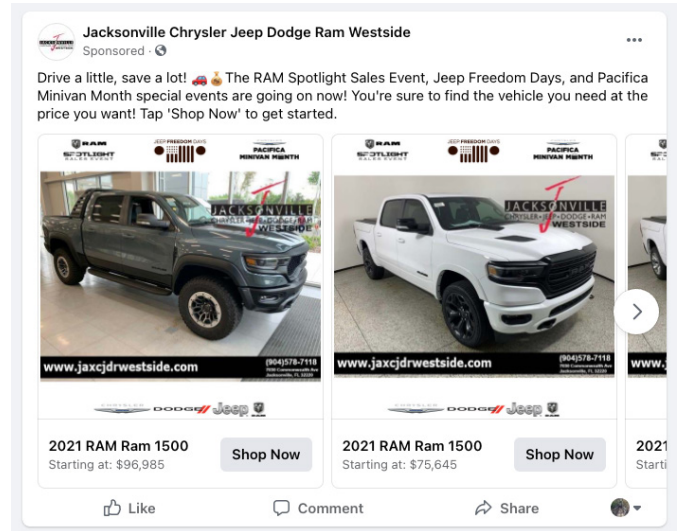


PUT YOUR DEALERSHIP'S INVENTORY IN FRONT OF THE RIGHT PEOPLE.

Our platform has the ability to find people who are in the market for a new or used vehicle, make and or model or body type (SUV etc) and live within a certain area (PMA, AOI). This makes for a simple solution to finding the right audience.

We are able to determine that they are in the market for a new or used vehicle because they've been visiting websites that sell new or used cars. They may have been searching by using new or used car terms such as "used 2015 Toyota Prius low mileage" or "Toyota Camry interest rate."

We then send these people a curated set of Dynamic Inventory Facebook and Display Ads to encourage them to come to the dealership to buy the vehicle that is right for them.



Up to 10 vehicles can be displayed in the carousel.

HOW IT WORKS



A potential customer goes to the internet & searches for a car.



Our platform analyzes his/her searches to establish the best cars to show him.






He is then served a carousel ad from our client with cars similar to his previous search.

“ On average, driving ads to an on-Facebook destination reduced cost-per-lead by 82% and cost-per-content view by 17% versus a website destination. 55% of people are also not willing to wait for a web page to load when shopping. Drive them to a mobile-optimized VDP on the Facebook app instead and qualify leads in real-time via Facebook Messenger or lead form. ”

- Trace Przybylowicz
Global Marketing Solutions | Facebook

OPTIMIZE YOUR AD SPENDING

Static	Key Metrics		Dynamic
	00:31	Avg. Time on Page	01:32
	80.56%	Bounce Rate	42.71%
	4.67%	Viewed VDP	100%