

Dealer.com Advertising

Connect your cars to in-market shoppers with our flexible, intelligent, and secure advertising platform powered by data you can't get anywhere else.

Dealer.com Advertising combines more than a decade of digital advertising experience along with in-market shopper data and Cox Automotive business intelligence to deliver the most effective advertising portfolio aligned to your strategy. Our platform deploys personalized, integrated ad campaigns that use advanced data-targeting, AI, and impactful creative to reach prospective vehicle buyers and owners through paid search, display and social media.

Key Features and Benefits:

Spend smarter on every channel, and reach shoppers wherever they are online. Showcase your vehicles and dealership services to shoppers at all stages of the consumer journey—to capture existing demand and drive new interest.

Access only the most relevant shoppers.

We deliver your inventory ad campaigns to the most relevant in-market audiences visible through data integrations and business intelligence exclusive to Dealer.com, Cox Automotive. Together, this data helps you make the right relevant connections with consumers at every stage of their journey.

Flex your strategy and budget as your needs change.

Backed by digital marketing expertise and our proprietary Compass Advertising Intelligence engine, you'll build an advertising portfolio that can pivot when you need it to and focuses solely on the strategy you set.

Protect your digital advertising investment from fraud.

Our partnerships with White Ops and the Trustworthy Accountability Group (TAG) monitor and protect your digital advertising investment from bots, artificial traffic, and ad fraud.

Our multi-channel, data-powered, dealer-first portfolio drives more high-quality traffic, website engagement, and leads.



Dealers using search and retargeting channels vs. those using search, display, retargeting, Facebook and SEO. May-October 2019.

Exclusive Partnerships Drive Campaign Performance

Autotrader and Kelley Blue Book

Only Dealer.com leverages shopper data from Autotrader and Kelley Blue Book to help you capitalize on existing demand in your market. Named in the 2019 Car Buy Journey as the two third-party destinations that drive the most buyers to dealers*, we can help you target and retarget these in-market audiences and direct them back to your website using Dealer.com's proprietary Machine Learning and Real-Time-Bidding platform.

75% of shoppers visit Autotrader or Kelley Blue Book prior to purchase

vAuto Business Intelligence

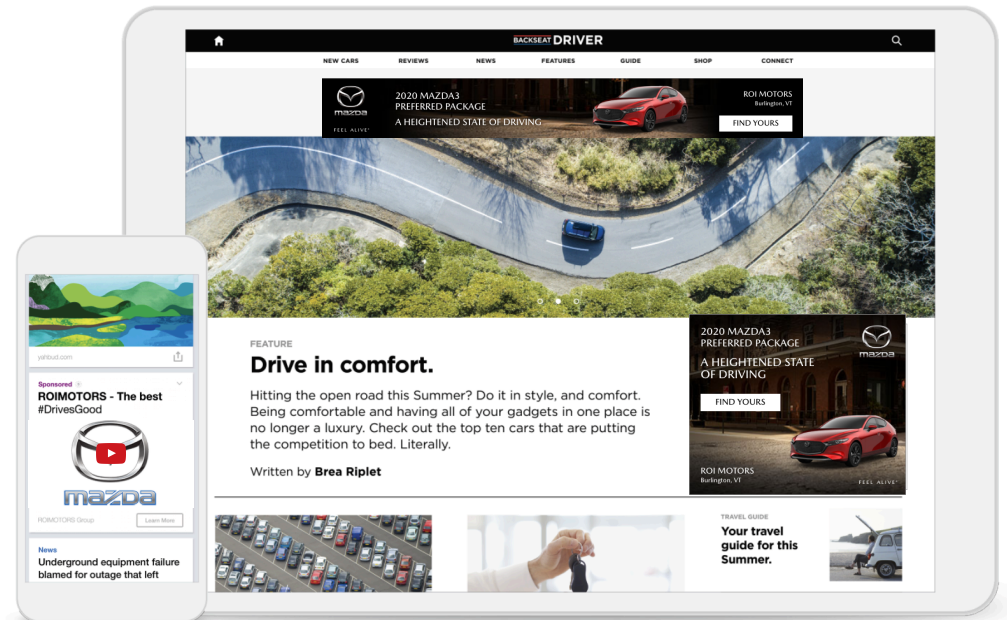
Only Dealer.com uses vAuto data, including Market Day Supply, Price Rank, vRank, and Price to Market, to filter inventory for advertising through Paid Search, ensuring your spending the right amount of your budget on the right vehicles. We also dynamically adjust the prices shown in your ad copy based on how your vehicles are priced in the market. Additionally, our exclusive vAuto integration allows you to further prioritize your inventory by targeting Distressed Vehicles within a Facebook Campaign.

Dealers leveraging this exclusive vAuto data increased their impression share 138%, and increased click-throughs to the website by 38%.

Facebook Targeting

Only Dealer.com gives you the ability to target in-market shoppers—who have researched vehicles on Kelley Blue Book or shopped on Autotrader within the last 90 days—on the world's most popular social network. With 20% of mobile traffic going to Facebook, reaching these in-market audiences there has never been more important.

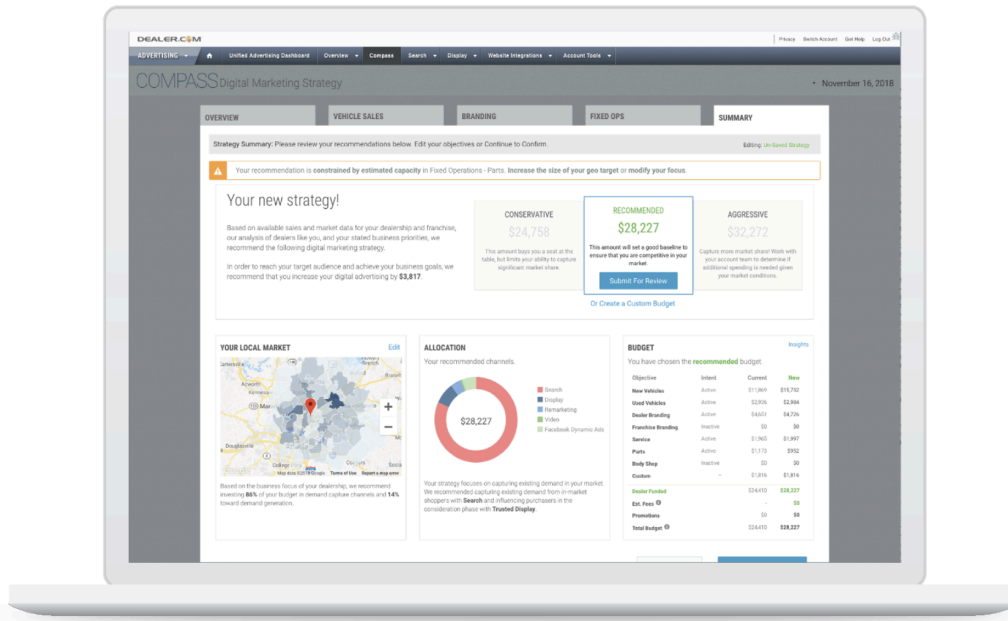
In 2019, a large dealer group ran Facebook dynamic ad campaigns fueled by Autotrader and Kelley Blue Book audience data, which—according to a Facebook conversion lift study—resulted in a 63% increase in incremental (new) VDP views.



Your Secure Investment

Our partnerships with White Ops and the Trustworthy Accountability Group help detect and combat advertising fraud, and ensure your investment is protected.

In 2018, Dealer.com's bot detection partner blocked 1.42 Billion automated bots, saving retailers millions in ad spend.



Expert Guidance for your Strategy

Compass Automotive Intelligence

The Compass Automotive Intelligence engine crafts custom, multi-channel digital advertising strategies and budget recommendations based on exclusive in-market shopper data, Cox Automotive AI, and your dealership goals, allowing you to reach the right customer with the right message at the right time.

Strategic Insight and Partnership

Our Google and Bing Certified Performance Managers guide and hone your strategy so that you can create successful campaigns that deliver results—and leads—to all of your dealership’s profit centers.

Precision Analytics and Attribution

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.

Connected Advertising on the Channels that Drive Sales

Paid Search

Fully integrated with your inventory, bolstered by vehicle-specific content for every ad, and in aligned with your OEM, Dealer.com Paid Search is differentiates your dealership and helps you capture existing demand in your market.

Display

Equipped with display fraud protection, Dealer.com Display Advertising delivers the most cost-efficient, effective, and attractive digital ads to potential buyers wherever they browse online, influencing their decisions throughout their path to your showroom.

Retargeting

Dealer.com Retargeting turns digital “be-backs” into customers, delivering relevant vehicles and offers to your prospects after they leave your site. Each ad reflects your pricing, specials, and photos, keeping each customer connected to your dealership.

Audience Targeting

Reach Kelley Blue Book and Autotrader shoppers and direct them back to your website through Dealer.com’s industry-leading Machine Learning and Real-time Bidding automation.

Facebook Advertising

Reach in-market shoppers in your area with targeted inventory ads that are dynamically created and served within Facebook’s newsfeed. Retarget shoppers that have visited your website or leverage Autotrader and Kelley Blue Book audience data to drive ready-to-buy customers directly to your Vehicle Deal Pages.



Precision Advertising: Fees and Features

	PACKAGE A <i>Retargeting, Search, Demand, Capture, Co-op</i>	PACKAGE B <i>Demand, Capture, Demand Generation, Exclusive Cox Automotive Audiences Add-Ons, Data and Strategic Add-Ons</i>	PACKAGE C <i>Add-On Pricing Discounts, Advertising Performance Manager Support</i>
Advertising Fees***	22% of spend	22% of spend	For first \$7,500 in spend, 22% fee; Spend above \$7,500 will be billed at 8% in fees up to the Maximum FEE
Minimum Fee**	\$330	\$660	\$1,650
Platform Fee	\$229	\$229	229
Performance Management & Consultation	n/a	Performance Manager	Performance Manager
Display Retargeting	•	•	•
Paid Search	•	•	•
Facebook (including Instagram)	n/a	•	•
Network Display, Cox Automotive Endemic Network*	n/a	n/a	*Package C: Minimum \$750 in display spend (combined)
Cox Automotive Audiences (Autotrader and Kelley Blue Book)*	n/a	\$199	•
Cox Automotive Integrations (vAuto, Xtime, Cox Automotive Enterprise Data)*	n/a	\$199	•
Emerging Media: Waze Advertising Add-On	n/a	\$99	\$49
Advertising Performance Manager Support*	\$250 (OPTIONAL)	\$250 (OPTIONAL)	INCLUDED

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

*Exclusive to Dealer.com and Cox Automotive

**The minimum fee for the Package C is \$1,650/month. For first \$7,500 in spend, 22% fee; Spend above \$7,500 will be billed at 8% in fees up to the Maximum fee of \$2,999. The fee maximum does not include the cost of any la carte product listed above.

***There is a \$250 setup fee for Package A and all dealers without a Dealer.com website.

****Maximum fee for Package C is \$2,999