



Digital Advertising

Advertising Package

Digital Advertising Services Included:

- Paid Search
- Inventory Search Advertising (*Cars.com/Dealer Inspire Exclusive Product*)
- Retargeting
- Display
- Social Media Advertising (*including but not limited to Facebook, Instagram, and TikTok*)
- Video/OTT/CTV
- Digital Audio
- Performance Max
- Cars.com Audience Access **With Cars.com Marketplace Subscription*
- Custom Ad Copy
- Comprehensive Reporting
- Sales Map Strategy