

ADVERTISING



Targeted campaigns that drive demand for your inventory and dealership services.

Dealer.com Advertising delivers connected digital campaigns that promote your inventory and dealership services across the platforms where shoppers browse, shop, and consume content online. Our flexible, intelligent, and secure advertising solution connects your vehicles to the right shoppers—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 content and generate new demand across high-impact channels. Expand your reach through Paid Search, Retargeting, Display, Facebook, YouTube, PMAX, Connected TV, and OTT media.

Invest wisely. Leverage Cox Automotive's exclusive first-party data to turn powerful buying signals into predictive insights and real-time business intelligence. No other automotive partner offers this level of precision in reaching the right customer at the right moment in their buying journey.

Adapt with flexibility. As market conditions shift, so can your strategy. Dealer.com gives you the flexibility to choose the most effective channels and adjust your approach as needed. Our digital marketing experts are here to help you pivot with confidence.

Protect your investment. Spend smarter with advanced fraud protection. Our partnerships with HUMAN and TAG ensure your campaigns are safeguarded from bots, non-human traffic, and ad fraud—so your budget reaches real shoppers.

Maximize Your Visibility

Dealer.com helps you build a tailored advertising strategy that aligns with your goals. Our data-powered, multi-channel approach drives more qualified traffic, deeper engagement, and better lead performance than Paid Search and Retargeting alone.

2.9x

More VDP Views*

2.4x

More Leads*

2.2x

More Visits*

2x

More Engaged Visits*

*Average performance of 435 dealers using paid search and retargeting channels vs 103 using paid search, retargeting, Facebook, and Premium SEO during Feb-Jul. 2024.

To learn more about Dealer.com Advertising, please contact your Performance Manager or a Dealer.com Advertising Sales Consultant at (888) 718-9331.

Expert Guidance

Your strategic partner. Our Google and Bing Certified Performance Managers work closely with you to build high-performing campaigns that support every profit center in your dealership.

Precision analytics. Dealer.com provides clear, actionable reporting to help you measure campaign performance across all channels. Track reach, impact, and brand lift with confidence.

Unparalleled Knowledge of the Consumer

Unmatched First-Party Data. Cox Automotive collects billions of automotive-specific buying signals across its brands. We turn this data—spanning client, consumer, and vehicle insights—into predictive models that identify key attributes like purchase intent, financing preferences, make/model interest, and price range. These insights are used to build highly targetable audiences, refined by location down to the zip code.

In-Market Audiences. Reach shoppers who have actively researched your inventory—or similar vehicles—on Kelley Blue Book or Autotrader within the past 90 days.

Smarter Inventory Advertising. Dealer.com leverages vAuto data—including Market Day Supply, Price Rank, vRank, and Price to Market—to prioritize the right vehicles for advertising. This ensures your budget is spent efficiently, promoting the inventory most likely to move. We also dynamically include pricing in your ad copy based on how your vehicles are positioned in the market.

Service Pricing Integration. Promote your service department with precise, price-inclusive paid search ads—powered by real-time data from your Xtime Schedule.

Additional Services

Pinterest Advertising. Expand your social reach by connecting with future-focused, in-market shoppers who are ready to take action.

Custom Display Creative Service. Our Campaign Coordinators design compelling digital content that drives on-site engagement—tailored to your goals and brand identity.

Tailored or Custom Video Advertising. Boost brand and inventory awareness with professionally produced video ads for today's most engaging video platforms.

Connected Video Advertising (Sold Separately). Deliver targeted campaigns across Connected TVs and over-the-top (OTT) media to reach shoppers where they stream.

