



## DRIVE SALES LEADS AND VIN SPECIFIC TRAFFIC TO YOUR VDP'S WITH TARGETED SOCIAL ADVERTISING ON FACEBOOK AND INSTAGRAM

Digital Air Strike's proprietary targeting helps thousands of dealers reach in-market car buyers and service customers, and delivers proven ROI for a fraction of the cost of Google PPC and traditional advertising.

- ✓ **Generate Leads:** Reach new clients with our intelligent mobile lead generation ads that cost a fraction of traditional advertising.
- ✓ **Advertise Multiple Vehicles:** Show off 10 different vehicles in a Carousel format to highlight different specials and drive in market shoppers to your vehicles.
- ✓ **Control Your Competitors:** Use geo-fenced ads to target your competitors' customers to earn more local business.
- ✓ **Automotive Inventory Ads:** Show off your entire catalog of inventory to in-market buyers and drive traffic directly to your VDP's.
- ✓ **DAS Exclusive:** Gain access to proprietary targeting through our data partners, your client and prospect databases, customer engagements and lookalike audiences to create powerful and ROI-driven campaigns that help you sell more!

### “GETTING MORE LEADS FROM FACEBOOK

We see strong results from social ads, which are super quantifiable. Digital Air Strike keeps our dealership top of mind, and we've already sold two cars so far through their system, so it's a victory.

- BETTANHAUSEN CDJR