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Dealer.com's New Unified Advertising Dashboard Takes Guesswork Out of Automotive Digital Advertising; Maximizes Spend for Paid Search, Display and Facebook Advertising

New Dashboard Increases Transparency and Flexibility with Market Reach Analysis, Budget Recommendations and ROI Projections

Burlington, VT, March 18, 2013 – Dealer.com, a leading provider of digital marketing and operational products and services for the automotive industry, has introduced a next-generation tool as part of its Advertising product family, the Unified Advertising Dashboard. The new dashboard provides dealers with a holistic view of competitive market data, ad reach, analytics, and multi-channel performance so dealers can more effectively manage their campaigns with their Dealer.com digital advisor.

“Today’s dealers need to make sure that every dollar spent on advertising counts,” said Dave Winslow, chief digital strategist for Dealer.com. “The benefit of digital advertising is that you can measure it at multiple levels of detail, and make adjustments to it in real-time to ensure it continues to work incrementally. We developed the Unified Advertising Dashboard with the dealer’s need for performance indicators and market insight in mind, giving them confidence to make informed decisions with their dedicated account team.”

The Unified Advertising Dashboard incorporates three core features that allow for a high-level of transparency and flexibility, including market reach analysis, budget recommendations and results projection. By intelligently aggregating benchmark data and insights about paid search, display, and Facebook advertising, dealers can adjust their marketing goals through an interactive navigation tool and see the forecasted impact on search, display and social campaigns and overall advertising spend.

With market reach analysis, the Unified Advertising Dashboard enables dealers to monitor the percentage of relevant digital advertising opportunities, with metrics for search, display and Facebook. Through detailed analytics - from keywords and click through rates to the size of their remarketing audience - dealers can identify which advertisements are providing the highest ROI and then get recommendations on how to gain additional exposure. The market reach feature helps ensure intention-based opportunities at the end of the funnel are realized across desktop and mobile. It also provides recommendations for retargeting and display to increase the likelihood that visitors to dealers’ sites come back. Additional opportunities can extend advertising to Facebook, a channel that makes sense for certain dealers as part of a holistic digital advertising strategy. Additionally, analysts provide expert review of changes to advertising channels to ensure maximum ROI is achieved.

Dealer.com's Unified Advertising Dashboard is now available to retail advertisers nationwide. Like all Dealer.com advertising products, the Unified Advertising Dashboard is completely integrated with the company's Inventory, Website, and Customer Relationship Management (CRM) products.

For more information, please visit: www.dealer.com/products/advertising.

About Dealer.com

Dealer.com is the automotive industry's leading provider of a streamlined and intuitive solution for managing dealership marketing and operations. The company's platform-based Inventory, Advertising, Website and CRM products allow OEMs, dealer groups, retail and agencies to leverage innovative technology to relevantly connect to their customers. The company's unique commitment to culture, with a focus on health and wellness, has made it one of the most desirable places to work. For more information on Dealer.com can be found at <http://www.dealer.com>.

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