

PureCars Updates Platform to Reach Automotive Shoppers Across All Screens

One-of-a-kind automotive ad platform will launch new features at NADA

Charleston, S.C. ([PRWEB](#)) March 30, 2016 -- [PureCars](#), the leading advertising technology company for the automotive industry, announced today that it will release its SmartAdvertising Video capabilities at the 2016 National Automobile Dealers Association (NADA) as well as announce a new offering with [Waze](#).

An extension of PureCars' SmartAdvertising platform, SmartAdvertising Video encompasses brand and model-level pre-roll video ads, overlays and YouTube linking to reach in-market car buyers in a dealer's local geography. These new updates round out PureCars' platform capabilities, making it the only automotive advertising solution that truly allows dealers to reach car shoppers across all screens.

PureCars' platform offers search, pay-per-click, site and VIN-level display retargeting and advertising designed to serve relevant content low-funnel car buyers across every touchpoint. It was recently acquired by [Raycom Media](#) for \$125 million in a move that bridges the lingering gap between digital and traditional advertising and revolutionizes the way these mediums work together to serve the automotive industry.

"The theme for NADA this year is 'connect,' and it couldn't be more fitting for what PureCars aims to do," Anspach said. "Our goal is to help dealers connect with in-market car shoppers using new technology that better targets car shoppers across all channels. Striking a balance between traditional and digital marketing is essential in helping dealers reach the right shopper at the right time and in the right place."

At NADA, PureCars will partner with Facebook to co-lead "[Connect with Car Buyers in a Mobile-First World](#) ." In the Super Session, PureCars' CEO Jeremy Anspach, COO Sam Mylrea and two automotive industry leaders from Facebook will explain the role of mobile in the car buying process and how dealers can capitalize on the platform by using an effective digital marketing strategy.

"Smartphones are completely transforming the way consumers shop for anything, including cars," said Anspach. "With 27 percent of in-market shoppers doing most of their vehicle research on a mobile device, dealers simply cannot afford to leave out a mobile aspect to their marketing strategies. By serving car shoppers relevant, personalized ads on mobile, dealers will drive traffic back to their site and eventually to the lot."

With each new addition, PureCars enhances its ability to better target shoppers with relevant, personalized content during all possible stages in the buying cycle. Founded in 2007, PureCars is used by thousands of dealers, dealer groups, Local Marketing Associations and agencies across the country. Ranked for two consecutive years on the Inc. 500|5000, PureCars is also one of the fast-growing companies in South Carolina and previously raised \$10 million in funding.

Attendees can learn more about the platform's partnerships and platform features from the PureCars team at booth #5869N. For more information, please visit www.purecars.com.

About PureCars

Technology drives us. Armed with automotive's most extensive data library, PureCars offers search, pay-per-click, site and display retargeting and advertising to help dealerships reach the right consumer with the right vehicle at the right time. As a Google Premier SMB Partner, our award-winning technology is flawlessly



designed to drive high probability buyers to a dealer's site, optimize traffic once on their site, and convert those customers in the showroom. To learn more about PureCars, visit www.purecars.com.

About NADA

NADA, founded in 1917, represents 16,500 new car, medium and heavy-duty truck dealerships in the United States, with both domestic and international franchises. For more information, visit www.nada.org. For news and updates, visit Facebook, Twitter (@NADAUpdate), YouTube and flickr.



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