

PureCars Releases First-of-Its-Kind Inventory Targeting Solution

New feature allows auto dealers to use daily inventory data to allocate digital ad spend

Charleston, S.C. ([PRWEB](#)) December 08, 2015 -- [PureCars](#), provider of the leading digital advertising platform for the automotive industry, released today its Inventory Targeting feature within its proprietary SmartAdvertising platform. A first in automotive marketing, the Inventory Targeting feature allows dealerships to view and allocate ad spend based on how well their inventory is merchandised and how well those models are performing on the lot and at other dealerships in their market.

With Inventory Targeting, dealers can filter their vehicles by condition and make. They can then view a model's digital advertising performance to determine if marketing efforts are concentrated on the right vehicles in the right way. In one easy-to-read dashboard, dealers see inventory advertised, spend, campaign performance and performance in market.

“The capability to better decide where to spend valuable advertising budgets will help dealers tremendously,” said Jeremy Anspach, CEO and founder of PureCars. “When dealers can quickly see what models need a sales boost, they can easily adjust their advertising budget to push models ready to move off the lot. We look forward to seeing the positive impact on our clients' sales and helping them achieve success.”

To determine budget allocation and bidding, SmartAdvertising analyzes how well vehicles are merchandised on the lot, the website activity of those vehicles, and the demand for them in the market. Ads are continually tracked at the ZIP code level so dealers can make adjustments to effectively target the right buyer with the right vehicle in the right location, optimizing ad spend and maximizing ROI.

“Digital advertising is still new to many dealers, so we wanted to empower them to make better decisions for their business,” said Anspach. “Other digital solutions are vertical agnostic and do not address the specific challenges dealers face with digital advertising. SmartAdvertising pulls in data from IMS, DMS and website analytics to efficiently use a dealer's limited budget to target the lowest funnel buyers and convert them to purchase on the lot.”

Founded in 2007, PureCars is the leading digital advertising platform for the automotive industry and 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, previously raised \$10 million in funding, and was recently acquired by [Raycom Media](#) for \$125 million.

Inventory Targeting is now available to all PureCars customers. To sign up for a demo, click [here](#).

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.



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