

PureCars Named to Inc. 5000 List for Third Consecutive Year

Automotive advertising technology company ranked No. 696 on list

Charleston, S.C. ([PRWEB](#)) August 22, 2016 -- Inc. Magazine has ranked [PureCars](#), provider of the leading digital advertising platform for the automotive industry, No. 696 on the tenth annual Inc. 500|5000, an exclusive ranking of the fastest-growing private companies in the United States.

The automotive-focused Google Premier SMB partner also ranks No. 6 among South Carolina businesses as designated by Inc. Based in Charleston and with offices in Milwaukee and Atlanta, PureCars experienced a 566 percent revenue growth in the past three years.

“We’ve had an amazing year and we’re honored to make the Inc. 5000 list for the third year in a row,” said Jeremy Anspach, CEO of PureCars. “Our growth is thanks to our exceptional team here at PureCars who have made innovation and our customers’ needs a priority. With each new team member we bring in and client we assist, our business gets better in terms of growth and output.”

Beyond its record-breaking growth, PureCars achieved a number of milestones in the past year. Acquired by broadcaster Raycom Media in October 2015 for [\\$125 million](#), the sale remains Raycom’s largest ever single-company, non-broadcast acquisition. The collaboration allowed for a combination of broadcasting and digital expertise that allows for a comprehensive advertising strategy for both auto dealerships and the media industry as a whole.

This partnership, in conjunction with PureCars’ SmartAdvertising platform, allows dealers to reach car shoppers across all screens with one solution. Using SmartAdvertising, dealers can serve targeted ads to consumers featuring the exact model, color and condition of a vehicle they had previously searched for via display, social, video and TV advertising.

“Our partnership with Raycom Media allows our dealers to better bridge the gap between traditional and digital advertising, a significant challenge within the automotive industry,” said Anspach. “This, along with the number of advancements we’ve made to our SmartAdvertising platform over the past year, gives dealers the ability to effectively use data to help consumers make more informed buying decisions across all screens. As the advertising industry continues to evolve to embrace cross-channel efforts, PureCars will adapt for its customers.”

PureCars also won a 2016 Automotive Website Award in the Marketing Solutions category. Products in this category are designed to help dealers reach in-market shoppers and sell more cars in the digital age. Adding social and video advertising capabilities to the platform has only furthered PureCars’ impact and made it an obvious selection for the Inc. 5000 list.

The 2016 Inc. 5000 list is the most competitive crop in the list’s history. The average company on the list achieved a mind-boggling three-year growth of 433 percent. The Inc. 5000’s aggregate revenue is \$200 billion, and the companies on the list collectively generated 640,000 jobs over the past three years, or about 8 percent of all jobs created in the entire economy during that period.

"The Inc. 5000 list stands out where it really counts," says Inc. President and Editor-In-Chief Eric Schurenberg.

"It honors real achievement by a founder or a team of them. No one makes the Inc. 5000 without building something great—usually from scratch. That's one of the hardest things to do in business, as every company founder knows. But without it, free enterprise fails."

Complete results of the Inc. 500|5000, including company profiles and an interactive database, can be found at www.inc.com/inc5000. PureCars' Inc. 500|5000 listing can be found at <http://www.inc.com/profile/purecars>.

Methodology

The 2016 Inc. 5000 is ranked according to percentage revenue growth when comparing 2011 to 2014. To qualify, companies must have been founded and generating revenue by March 31, 2011. They had to be U.S.-based, privately held, for profit, and independent--not subsidiaries or divisions of other companies--as of December 31, 2014. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2011 is \$100,000; the minimum for 2014 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.'s September issue. They represent the top tier of the Inc. 5000, which can be found at <http://www.inc.com/5000>.

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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