

PureCars' SmartAdvertising Platform Named Kia Certified Digital Advertising Partner

New partnership will help automotive ad platform reach more Kia dealers

CHARLESTON, S.C. ([PRWEB](#)) November 08, 2016 -- [PureCars](#), a leading advertising technology company for the automotive industry, today announced it has been named a Kia Certified Digital Advertising Partner (DAP) by [Kia Motors](#). The partnership will extend PureCars' digital advertising solutions to Kia dealers across the U.S.

Kia's Certified Digital Advertising program allows dealers to use paid search and online advertising from certified providers to drive incremental local traffic to their respective websites. Kia dealers can now leverage PureCars' [SmartAdvertising](#) offerings for improved targeting efforts. SmartAdvertising provides a singular digital advertising solution that executes campaigns across various media channels, ensuring the dealer can follow the consumer journey across search, social, display, and video.

“We are honored to be recognized by Kia as a valuable advertising partner for their dealers,” said Jeremy Anspach, CEO of PureCars. “Working with Kia will allow PureCars to continue helping dealers take the guesswork out of search architecture and digital advertising. Now, PureCars can provide even higher quality service, technology and online marketing expertise to Kia dealers and help them effectively reach customers across all channels.”

The past year has been one of tremendous growth for PureCars. The automotive advertising company recently earned a spot on the annual Inc. 500|5000 list for the third year in row, following the launch of social and video extensions of its SmartAdvertising platform in early 2016 and a major acquisition by broadcast giant Raycom Media in October 2015 for [\\$125 million](#).

“With a vast majority of consumers going online to research a vehicle prior to purchase, search engine marketing must be a key component of any dealership's digital marketing strategy,” said Anspach. “As a Kia partner, PureCars will help Kia dealers more efficiently serve car shoppers tailored, relevant advertisements at the right time and in all the right places, driving more consumers to the lot as a result.”

To learn more about the Kia Certified Digital Advertising Partner Program, click [here](#).

About PureCars

Technology drives us. Armed with the automotive industry's most extensive data library, PureCars offers search, display, social, video, and fixed ops digital advertising solutions 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.



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You can read the online version of this press release [here](#).