



Showroom Logic and Kia Motors Announce Digital Marketing Partnership

Kia Dealers Get Access to Cutting-Edge Digital Marketing Technology and Award-Winning Service

Miami, FL ([PRWEB](#)) October 06, 2016 -- Showroom Logic, a digital marketing technology company with deep roots in the automotive vertical, announced today a new partnership with Kia Motors. As a Kia Digital Certified Solutions provider, Showroom Logic's digital marketing technology and service solutions are now available to Kia dealers throughout the United States.

“We want to give Kia dealers digital marketing programs that increase market share while saving ad dollars,” said Neal Gann, CEO of Showroom Logic. “There is such a critical need in our industry for dealers to use data to understand and grow market share. We are uniquely positioned to do that because of our data-driven approach to digital marketing that captures in-market shoppers at the lowest possible cost.”

Showroom Logic is offering several Kia-approved digital marketing packages to meet a wide range of dealer needs. This suite of approved solutions is eligible for 100% co-op reimbursement through Kia and will be made available to dealers on October 10, 2016. During the month of October, Showroom Logic is offering Kia dealers up to \$600 in additional first month ad spend depending on the digital packaged they choose.

Since 2009, Showroom Logic has partnered with thousands of dealers throughout North America to improve their digital marketing. Showroom Logic's award-winning AdLogic technology was built specifically to help dealerships more efficiently market their inventory through paid search, display, conquest, remarketing and video ads on Google, Bing, and other key networks.

Kia dealers will also benefit from Showroom Logic's ZipDriven platform, a subscription-based technology that uses market registration data to help dealers understand - and increase - their market share by vehicle and zip code. ZipDriven will be used to create more targeted and effective digital marketing campaigns in states where market registration data is available.

Recognized for outstanding service, cutting-edge mobile focus, and conversion-centric technology, Showroom Logic was named 2015 Google Customer Satisfaction Champion, earned a 2015 Google mobile advertising performance award, and received the 2014 Google Innovator Award. It has also been named to the Inc. 5000 list for three consecutive years.

This partnership with Kia is the latest in several OEM-level relationships offered through Showroom Logic. Kia dealers interested in partnering with Showroom Logic for digital marketing can learn more at www.showroomlogic.com/kia or contact Showroom Logic toll-free at (800) 768-1064.

About Showroom Logic

Showroom Logic is an innovative digital marketing technology company with deep roots in the automotive industry. Its proprietary AdLogic and ZipDriven platforms have been built from the ground up and allow clients to increase market share by focusing ad dollars at the model and zip code-level through mobile, paid search, display, conquest and remarketing. Showroom Logic has premier status as a Google AdWords Premier Partner



and a Bing Ads Elite SMB Partner. Founded in 2009, Showroom Logic works with thousands of car dealers nationwide. For more information, visit www.showroomlogic.com.



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