

PureCars Platform Earns Bing Ads Select Partner Status

Automotive advertising solution partners with search platform to increase digital offerings

CHARLESTON, S.C. ([PRWEB](#)) December 08, 2016 -- [PureCars](#), a leading advertising technology company for the automotive industry, today announced it has earned the designation of [Bing Ads Select Partner](#), offering automotive dealers complete access to car buyers nationwide.

Bing SMB Partners have demonstrated expertise in driving growth to small- and medium-sized businesses through a true understanding of the Bing Ads platform and overall search advertising landscape. A Google SMB Premier Partner since December 2014, PureCars now provides dealerships extended search engine marketing (SEM) offerings through Bing's advanced targeting by demographic and device capabilities.

According to Jeremy Anspach, CEO of PureCars, this new partnership reaffirms the capabilities of PureCars' data-driven engine to help dealers earn more showroom opportunities, boosting the bottom line. As voice search becomes more prominent in the automotive marketing space, PureCars' partnership with Bing ensures dealers are reaching car shoppers regardless of device.

“We are honored that Bing recognizes us as a valuable partner for their automotive clients,” said Anspach. “With the majority of car shoppers going online to research before even setting foot in a dealership, giving our dealers an all-encompassing digital marketing strategy is crucial. It’s our goal to help dealers take the guesswork out of search architecture and digital advertising, and working with Bing now rounds out our strategy even further.”

PureCars has achieved a number of milestones over the past year. It was recently recognized with a spot on the Inc. 500|5000 list for the third year in row, following a major acquisition by broadcaster Raycom Media in October 2015 for [\\$125 million](#). The company also launched several new extensions of its SmartAdvertising platform in early 2016, including social and video offerings, to better serve dealers.

“At Bing, we pride ourselves on selecting ad partners that already stress relevancy and have an in-depth understanding of search, and PureCars does just that,” said Jody Doran, director of partner development for Bing Ads at Microsoft. “As a Bing Ads Select Partner, PureCars’ dealers can now even more efficiently serve to consumers tailored advertisements and meet their end goals of reaching car shoppers in all the right places.”

To learn more about the Bing Ads Partner Program, click [here](#).

About PureCars

Technology drives us. Armed with the automotive industry's most extensive data library, PureCars offers search, pay-per-click, site, display, and social 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.



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