

PureCars Acquires Showroom Logic to Simplify Automotive Advertising Market

Acquisition accelerates mission to provide automotive marketers with data-driven results

CHARLESTON, S.C. ([PRWEB](#)) October 03, 2017 -- [PureCars](#), a [Raycom Media](#) company, announced today that it has acquired certain assets of Miami-based competitor Showroom Logic. PureCars and Showroom Logic are two of the leading digital advertising technology companies founded and developed solely to serve the automotive community.

Established in 2007, PureCars offers dealerships, OEMs and automotive agencies a suite of marketing solutions to drive high-probability buyers to a dealer's site, optimize traffic once on their site and convert those customers in the showroom. Its SmartAdvertising platform (recognized by Digital Dealer as a “Most Innovative Product”) has propelled the company onto the Inc. 5000 four times and helped to make PureCars a Premier Google Partner. PureCars is also backed by Raycom Media, one of the nation’s largest privately-held media companies.

Since 2009, Showroom Logic has been dedicated to developing automotive industry-specific technology to help dealers grow market share. Its proprietary [AdLogic](#) platform earned multiple awards from Google, including their first-ever Innovator Award and Mobile Performance Award. They also enjoyed the honor of being awarded Customer Satisfaction Champion across all Google partners.

To best serve the dealers it works with, PureCars will fully support Showroom Logic’s SHL Adlogic platform alongside its SmartAdvertising platform until PureCars can bring subscribers to a hybrid offering that includes the best of both platforms. Additionally, PureCars will continue to expand its field-based team of Digital Media Strategists to offer in-market support to all of the dealers on the AdLogic platform.

“The mission of PureCars has always been to solve mass deficiencies in automotive sales and marketing through creation and use of innovative technology,” said Jeremy Anspach, chairman and founder of PureCars. “Over the past four years, our SmartAdvertising business has grown alongside Showroom Logic with a separate but common belief that auto-specific tech and relevant data drive superior results. Through this acquisition, PureCars will be able to offer dealers the technology, industry expertise, knowledge capital and an unprecedented level service to grow their business.”

One new feature current PureCars customers will be able to utilize following the acquisition is Showroom Logic’s ZipDriven tool, which gives dealers immediate access to reports and competitive insights about their dealership to understand market share and create highly-focused marketing campaigns. This combination of both PureCars’ and Showroom Logic’s technology completes the 360-degree view of sold data, current market supply/demand, consumer intent and dealer inventory. This will allow dealers to execute digital campaigns across the right vehicles, delivering the right message to the right consumer at the right time.

"This acquisition accelerates our mission to create data-driven software that simplifies a complex digital ad landscape with intelligent, results-based merchandising for all automotive marketers," said Sam Mylrea, CEO of PureCars. "Showroom Logic has successfully solved challenging problems with automotive SEM using innovative tech, unique data elements and an entire team of talented and like-minded folks. We are excited about the unique opportunities that this acquisition enables."

“Since inception, Showroom Logic has focused on creating technology that impacts auto dealership marketing for the better,” said Patrick Bennett, founder of Showroom Logic. “Our vision has always been to serve clients through transparency, technology and an amazing team. The PureCars team shares that vision and has a proven track record of success and through the acquisition of our platform, their clients will have the most advanced digital marketing offering this industry has seen.”

To learn more about PureCars, please visit www.purecars.com.

About PureCars

Technology drives us. Armed with the automotive industry’s most extensive data library, PureCars offers search, pay-per-click, site, display, social and video retargeting and advertising to help dealerships reach the right consumer with the right vehicle at the right time. As a Premier Google 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 <http://www.purecars.com>.

About Showroom Logic

Showroom Logic is an innovative digital marketing technology company driven by its proprietary AdLogic and ZipDriven technology platforms. With deep roots in the automotive industry, AdLogic and ZipDriven have been built from the ground up, specifically for automotive clients, enabling them to grow market share down to the zip code level through mobile, paid search, display, retargeting, conquest and video advertising on premium networks. Showroom Logic has the distinction of being both a Google Premier Partner and a Bing Elite SMB Partner. Founded in 2009, Showroom Logic works with thousands automotive dealers nationwide. For more information, visit www.showroomlogic.com and zipdriven.com.



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