

INSIGHTS ON GOOGLE'S DEALER GUIDEBOOK



Partnering for Success

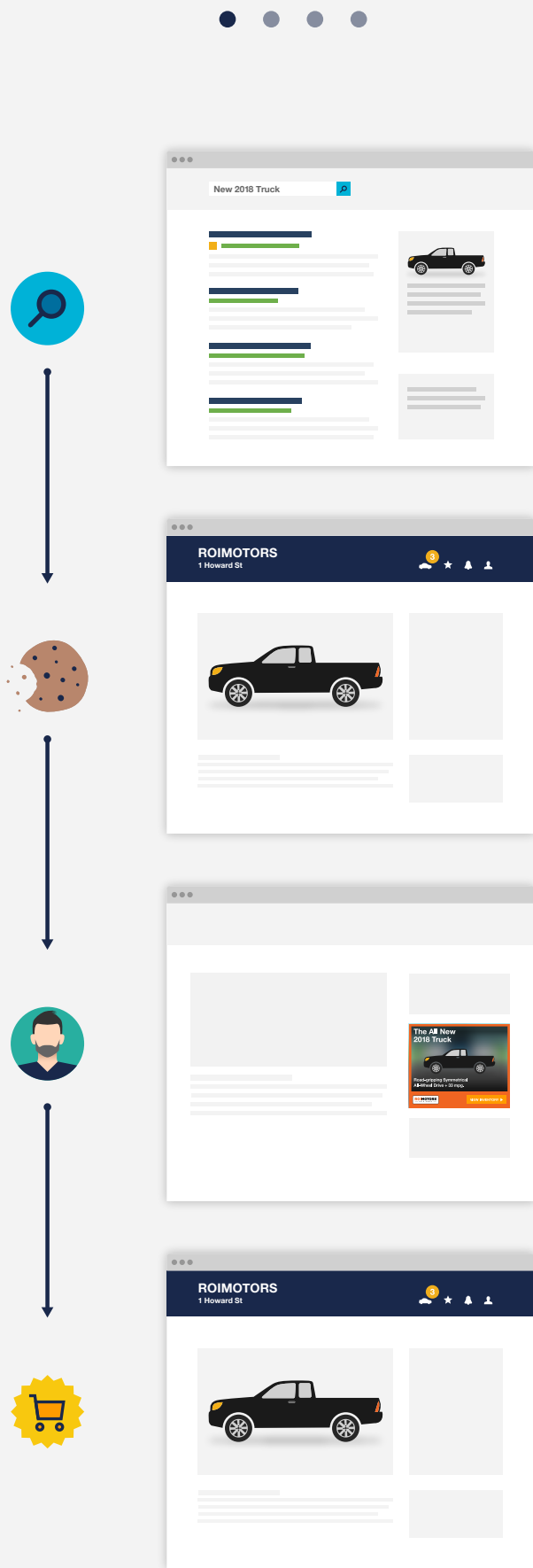
With online shopping trends indicating that shoppers are doing the majority of their research online and visiting a select number of dealerships in person, it is more important than ever for dealers to ensure they have the optimal online presence for their dealership across all devices. Google's Dealer Guidebook was designed with the goal of helping dealers to utilize Google's products and channels to generate and capture shopper demand.

As a Google SMB Premier Partner, Dealer.com can help you accomplish this. We have applied twenty years of dealer-focused innovation towards building a digital advertising solution that serves our clients best interests and optimizes their return on investment. Through our longstanding partnerships with Google and other technology leaders, we seek to partner with you to deploy strategies that not only garner clicks and traffic but generate true on-site engagement and conversions that lead to increased sales and profitability.

A Guide for Maximizing Your Digital Advertising Investment

In Google's Dealer Guidebook, digital marketing strategies are broken down into four categories: Fundamentals, Basics, Differentiators, and Future Growth. At Dealer.com, we agree that every strategy should evolve through these four pillars. The following pages provide best practices and opportunities for building a complete digital advertising strategy within this framework.





01. FUNDAMENTALS

Site Experience

Google states speed, excellence, and simplicity are key to a great site experience.

Dealer.com Websites deliver unparalleled user experiences that are optimized for speed on any device. Our sites utilize cutting-edge website delivery technology including advanced image compression, network protocols, design patterns, bot management and additional features to optimize load times.

Paid Search Account Structure

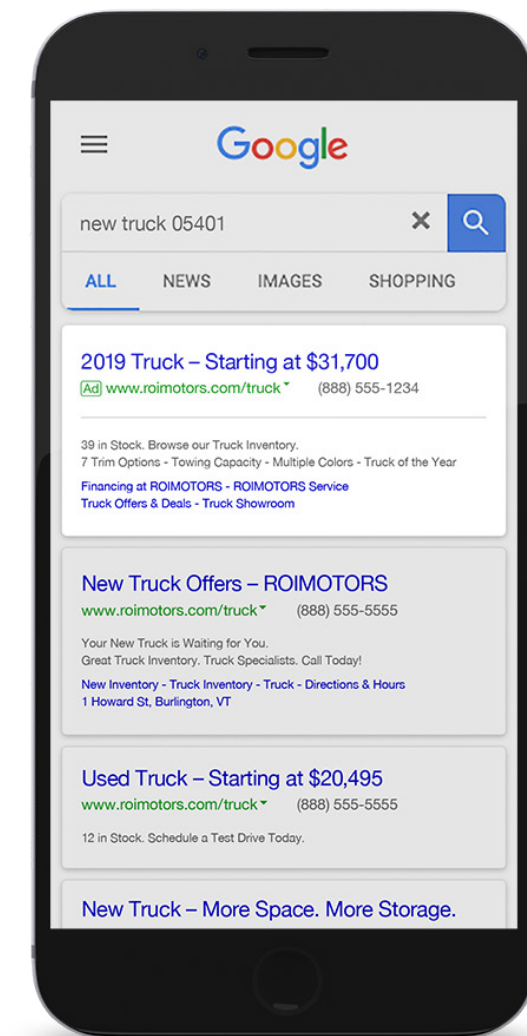
To maximize conversion rate and increase ROI, we recommend starting with a foundation of co-op compliant paid search campaigns across search providers:

- Dealership General.
- New and Used Vehicles (that dynamically update based on real-time inventory syndication).
- Parts and Service.

We also automatically utilize remarketing lists for search ads (RLSA) to ensure you are retaining shoppers you've worked hard to drive to your site. These lists are tailored to shopper intent, ensuring the right placement and message is shown to the right shopper.

Display Account Structure

The foundation to any display campaign should be a real time bidding retargeting campaign that uses machine learning to target new and used vehicle shoppers with VIN-specific ads of the vehicles that they have shown the most interest in.



02. BASICS

Capturing Existing Demand

Google recommends that your basic strategy should include paid search, video and display channels. Your paid search impression share will vary by campaign type and goal. On average, key campaigns like new vehicles and dealership general terms should be properly funded, tested and optimized to have an impression share of approximately 80%.

Aside from impression share, we optimize paid search campaigns to drive the most vehicle details page views (engagement) and leads (conversion). We also leverage in-market automotive audiences to further target your paid search campaigns.

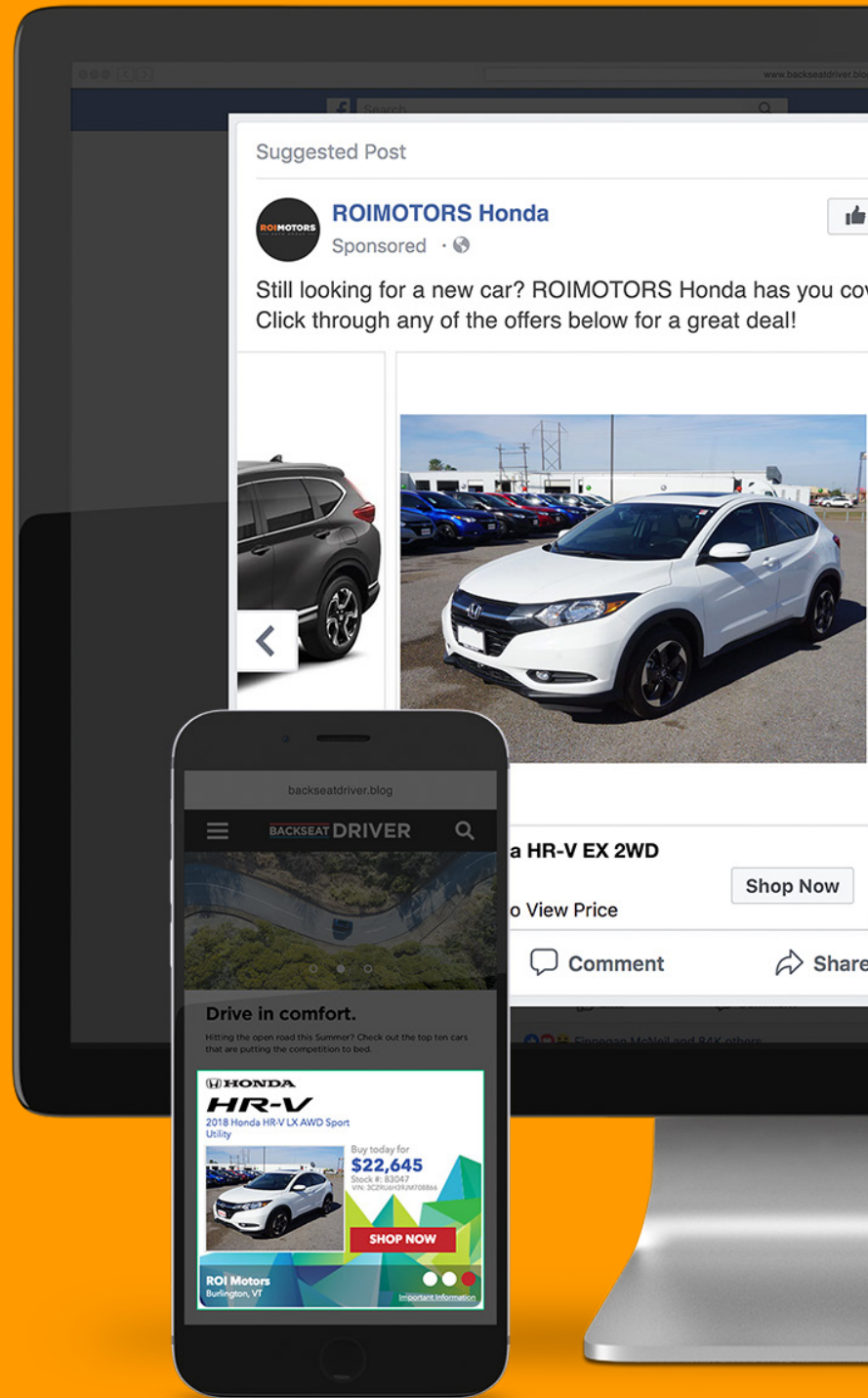
Expanding Your Reach

To complement this search strategy while aligning with Google's recommendation, consider activating Facebook retargeting campaigns. This ensures your products and services reach audiences wherever they decide to consume media across every device.

Broaden your reach utilizing our Audience Targeting powered by Autotrader and Kelley Blue Book, reaching in-market shoppers who may not yet have been to your site. This is a great way to engage potential shoppers after expressing buying intent but before they have reached your dealer website.

Video Advertising

Video is a great way to promote your dealership on social channels like Facebook and YouTube. But just taking your TV commercial and pushing it online is not necessarily the best way to advertise on these channels. For online video ads, shorter is better, utilizing six second bumper ads or up to fifteen seconds max. You also want to make sure your ad works as well with sound on or off, and that the main message of the ad shows up within the first three seconds of the video ad.



03. DIFFERENTIATORS

Demand Capture Differentiators

Google's Dealer Guidebook encourages an advertising strategy that helps you stand out from your competition as early in the research process as possible. To differentiate your dealership, we recommend adding campaigns with keywords targeting upper funnel shoppers with deals, incentives, pricing, and finance keywords and ad copy across all search providers.

Demand Generation Differentiators

Once your campaigns are structured to meet the basic and fundamental best practices, expand your reach through diversification of your media mix. To do this, utilize programmatic display advertising across premium sites and various ad networks utilizing Dealer.com's real time bidding and machine learning technology. Make sure your display investment is protected from advertising fraud by working with a trusted and accredited partner!

Audience Differentiators

Dealer.com Advertising utilizes audience data from various sources across Cox Automotive allowing you to reach more in-market shoppers than ever. We also utilize similar audiences across a variety of platforms like Google and Facebook.





04. FUTURE GROWTH

Embrace Innovation

Google's Dealer Guidebook notes that you can grow your digital marketing strategy by increasing your visibility into how your digital marketing efforts tie back to your sales. With advances in attribution reporting, you'll be able to have better visibility as to the effectiveness of your advertising.

Dealer.com enables this through new and emerging attribution technologies made possible by Cox Automotive, including nGauge Quality Scoring. Additional growth opportunities are emerging with Digital Retailing: Dealers can now not only implement on-site digital retailing tools but also promote them through digital advertising. In early 2017, a group of dealers added campaigns with ads specifically promoting their on-site digital retailing tools. Those dealers saw 11% more interaction with their digital retailing tools when running strategic digital advertising campaigns to draw awareness to them.*



Measurement

As your strategy evolves to encompass your digital foundation, basics, differentiators and growth opportunities, continuous measurement becomes critical. Dealer.com Advertising analytic reports are designed to bring full transparency to your campaigns from the keyword to campaign level. Our Campaign Details and Advertising Attribution and Assist reports let you understand the role each part of your advertising strategy had in getting a shopper to convert to lead on your website. Measurement should be of continuous importance as your digital strategy evolves.

Optimizing for Results

Ultimately, our goal is to help you optimize your advertising campaigns to not only maximize clicks but also vehicle engagement and on-site conversions that lead to sales and increases in your bottom line profitability. To accomplish this effectively and efficiently, we often recommend diversifying your investment across several advertising channels to maximize your reach and return on investment.

At the end of the day, each dealer is unique. Each dealer has different goals, local geographic market conditions, strengths, and challenges. As such, there is not a “one-size-fits-all” way that each dealer should utilize the wealth of digital marketing tactics they have at their disposal. At Dealer.com, we strive to help you find the optimal balance of digital marketing products, services, and insights to allow your specific dealership to reach and exceed your goals.



UNLIMIT YOUR REACH

Dealer.com Advertising makes it possible to influence consumer demand at every stage of today's digitally-driven shopping process. Integrated ad campaigns use advanced data-targeting capability to reach likely in-market buyers across demand generation channels like display and demand capture channels like paid search. It's an advertising solution that is innovative, efficient and effective.

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