Automotive Advertising Agency Increases Clients Sales through Their Dynamic Display Ad Platform

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Dealer Digital Group, a PPC automotive advertising agency, announced their newly developed dynamic display retargeting platform, enabling clients to quickly show custom banner ads to dealership visitors immediately after they have visited a site. When combined with their exclusive automotive data mining solution their dynamic display ads utilize a unique product feed that is directly linked to dealer inventory, ads will display the last vehicle a user viewed before leaving their site anywhere on the web that accepts digital ads. In addition, it will also show other model specific details unique to the VIN of the vehicle.

?This is the kind of capability dealerships need to stay relevant to users in a programmatic world,? said Joel Miller, CEO. ?At the very core of programmatic media buying is relevancy, so naturally this will help our customers not only stay relevant, but focus marketing dollars on delivering the highest impact.? DDG has begun rolling out their dynamic display technology for its client as a value added service, and expects all clients to be fully integrated within the next 30 days.

Dealer Digital Group (DDG) is a full service automotive advertising agency specializing in creative development and strategic multi-channel programmatic media buying for traditional and digital formats. Based in southern California, their clients represent some of the largest automotive brands domestically and internationally. They are recognized as a preferred vendor for multiple brands as one of the top automotive advertising agencies in North America, and are a qualified preferred partner with Google.
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