Automotive Advertising Agency Clients Discover the Power of Dynamic Search Ads

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Dealer Digital Group (DDG), announced today they have released an update to their popular dynamic inventory ads technology giving clients the ability to create automated inventory based dynamic search ads. Inventory aware campaigns as they are referred to by DDG, use a generated feed based on client inventory to create ad groups, keywords, and ad copy in real time as inventory becomes available, and pause ad groups when inventory is no longer available.

?Today?s users are bombarded with advertisements. If a client is going to stay relative, their message needs to be customized for the user. Prior to inventory aware campaigns, this would have been a very difficult and inefficient process to undertake,? says Justin Coberly, Director of Data Integrations. DDG has been testing its inventory aware campaign technology for several months with a select group of clients, and now will be executing this technology as a value add for all clients, with existing clients being implemented first.

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 for the last decade. They are recognized as a preferred vendor for multiple brands, and are a qualified preferred partner with Google.
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