**Automotive Advertising Agency Now Offers Inventory** 

**Aware Campaigns** 

September 19, 2016

September 19, 2016 - PRESSADVANTAGE -

Dealer Digital Group (DDG), an automotive advertising agency, announced its partnership with Pandora

radio. Digital audio, dynamic display ads and video ads can now be bought programmatically on hundreds of

channels from local US zip codes to large branding campaigns domestic and around the world.

?Programmatic radio, such as Pandora, is the latest trend towards reaching people in a cross device world.

Where ever they maybe, programmatic digital radio allows you to stay in front of potential customers when it

matters, helping you build your equity and increase sales,? says Toni Willhide, Director of Client services.

?Similar to search aware campaign technology, we can identify people who have visited your site and target

them with unique messaging,? says Just Coberly Director of Data Integrations. Dealer Digital Group is

making programmatic radio buying an immediate offering to all of its existing and prospective clients. As a

value add, production of your digital audio ad is free and will be included in the media buy.

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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For more information about Dealer Digital Group, contact the company here:Dealer Digital GroupJoel

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