Automotive Advertising Agency Now Offers Inventory Aware Campaigns

September 19, 2016

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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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