



Digital Advertising

Results Guaranteed

DealerOn

DealerOn.com | Sales (877) 543-6321

Dealer^{On} Background

Established in 2004

Offices in 3 states

Michigan

Maryland (HQ)

Texas



Google
Premier Partner and
Digital Agency



Bing
Partner



Driving Sales
Customer Satisfaction
Award

30 OEM-Certified Programs ... and growing



DealerOn Lead Commitment

BUY FROM
\$425^A MONTH
0% APR FINANCING
FOR 84 MONTHS



2019 FORD
F-150
SUPER CAB XLT

DealerOn Ford [SHOP TODAY](#)

#10262 Retail Bonus Cash \$200 #10262 Ford Credit Cash \$200 #10262 Bonus Customer Cash \$2000 #10262 8.9% Seller Customer Cash \$2000 #10262 Select Inventory Cash \$2000 0% APR for 84 months in lieu of \$2000 in rebates 15% fee due on delivery Offer Ends 10/31/2020

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KERNDT

HOME NEW USED SPECIALS SERVICE & PARTS FINANCE ABOUT US CONTACT

Sales: 616-555-4242 [Schedule Service](#)

INVENTORY SEARCH


Basic Search | Advanced Search | Search By Stock

NEW ANY YEAR FORD ANY MODEL Search

SERVICE

A Vehicle for Every Lifestyle

See our full lineup of vehicles and find the one that best fits you.



"I have seen my dig ad performance almost double since I moved it to DealerOn. We have also had one of our best sales months of all time! ... the level of support we get from our rep is top notch, she is truly a member of our team."

– Internet Director

Dealer "A"

Lead Increases

+89% DEALER "A"

+78% DEALER "B"

+75% DEALER "C"

+63% DEALER "D"



Digital Advertising

We offer a full suite of data-driven solutions backed by the best support in the industry.

You + 



 Google Ads

 YouTube

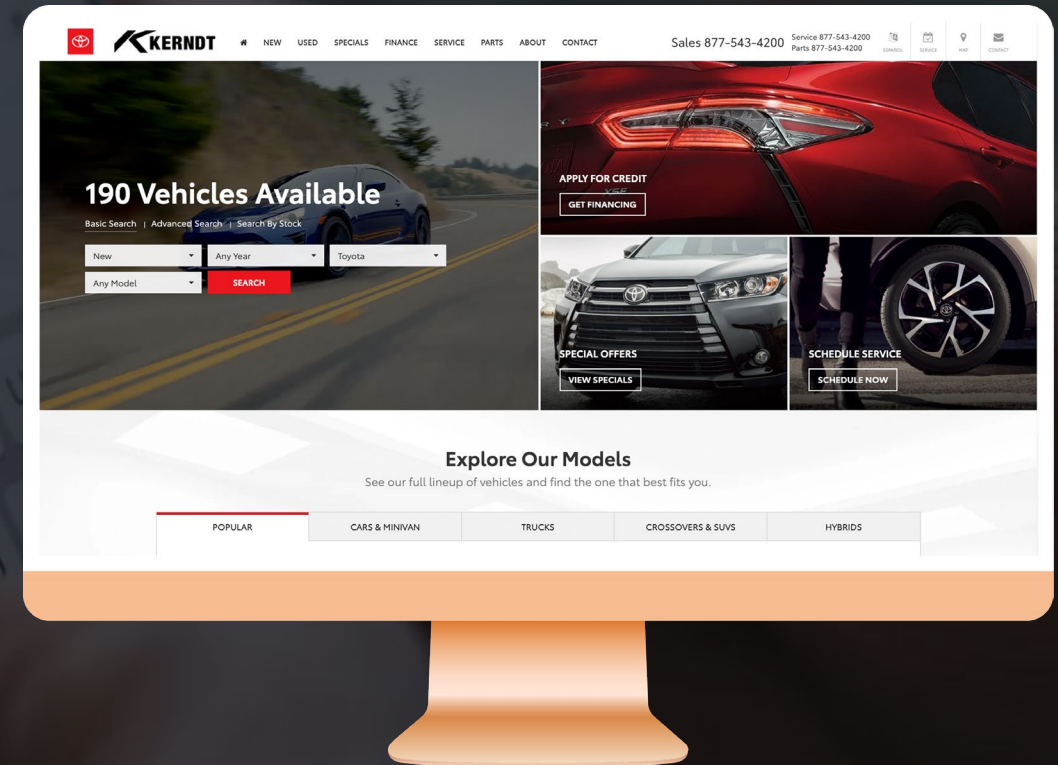


 Bing ads

facebook for business



Programmatic
Display Ads

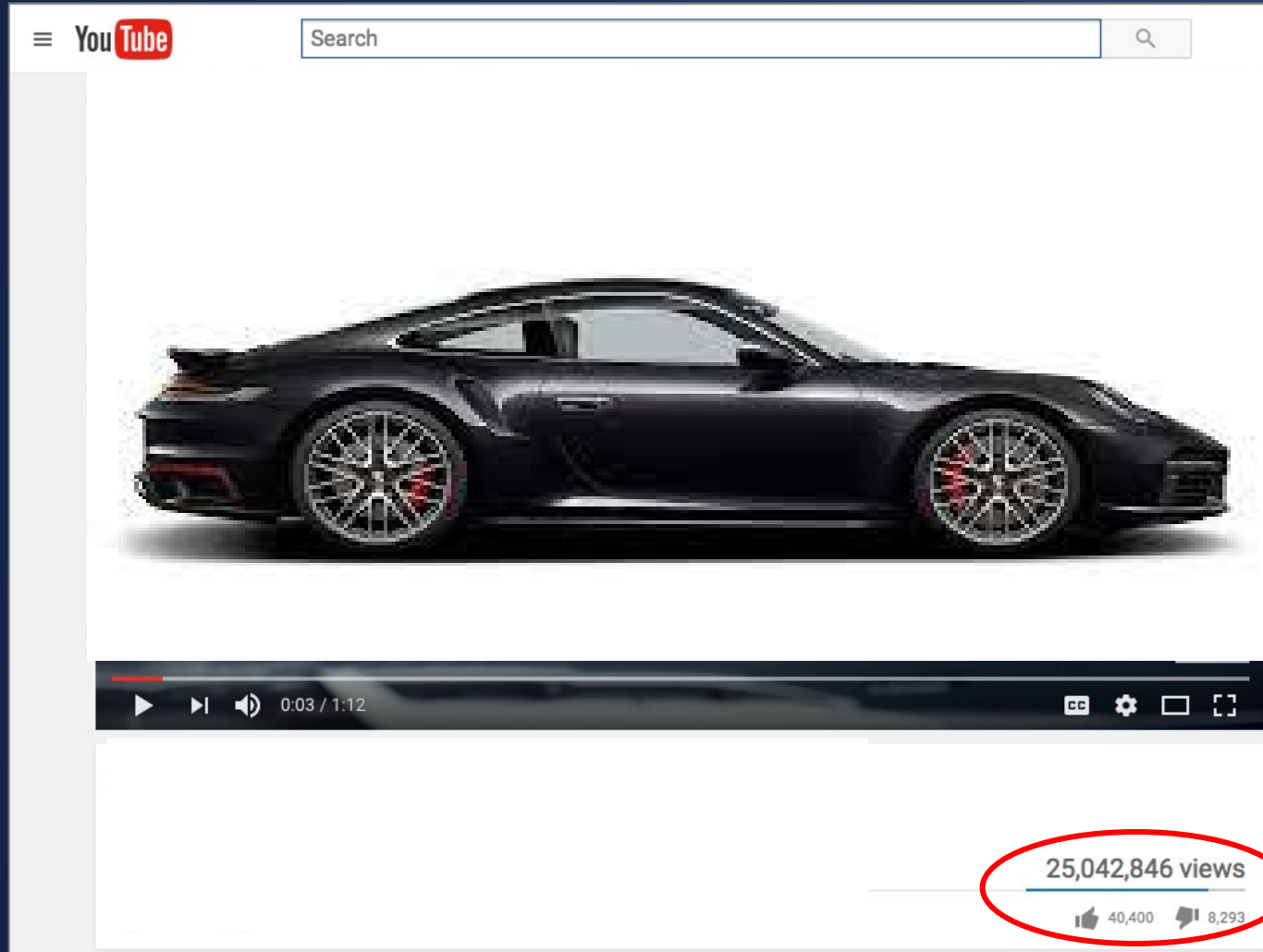




Google Micromoments & Search Strategy



Your OEM creates brand interest...



Is it being captured by your dealership?



Porsche 911



Porsche 911 **super bowl ad**
Porsche 911 **review**
Porsche 911 **build and price**
Porsche 911 **2021 price**
Porsche 911 **mpg**
Porsche 911 **lease**
Porsche 911 **offers**
Porsche 911 **dealership**
Porsche 911 **dealers near me**

Google Search

I'm Feeling Lucky



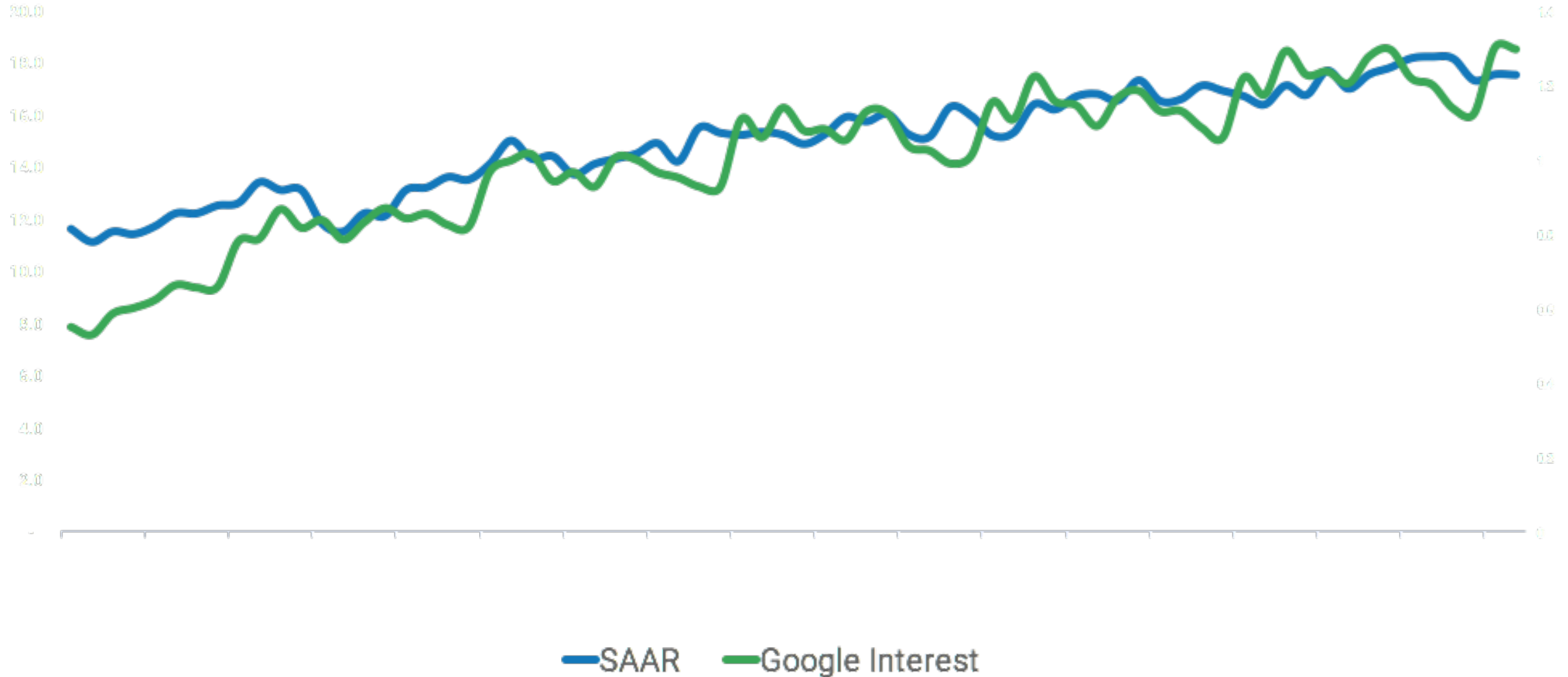
...that is reflected by intent on search



Searches

Porsche 911 Monthly Search Trend

Google searches are highly correlated with auto sales (.82R)



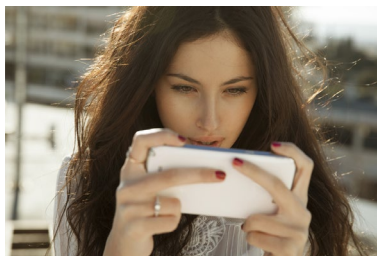
How Are Auto Shoppers Searching?

5 Micro Moments


Awareness

Consideration

Ready to Buy



Which-Car-Is-Best Moments




Is-It-Right-For-Me Moments



Can-I-Afford-It Moments

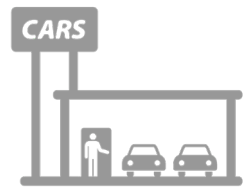


Am-I-Getting-A-Deal Moments



Where-Should-I-Buy Moments





Which Micro Moments Matter For Dealers?

Awareness

Consideration

Ready to Buy



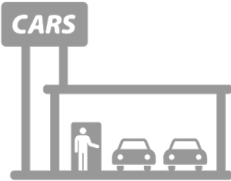
Which-Car-Is-Best
Moments

Is-It-Right-For-Me
Moments

Can-I-Afford-It
Moments

Am-I-Getting-A-Deal
Moments

Where-Should-I-Buy
Moments



Keyword Types:

Price
Financing

Deals
Incentives

Dealer Terms
Dealer Actions
Geo-Modified

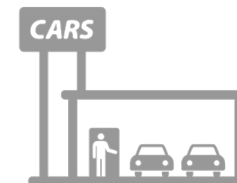
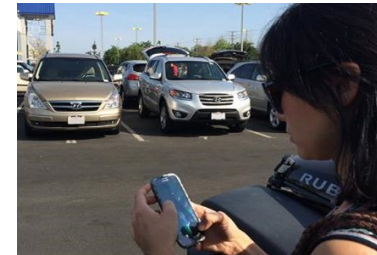
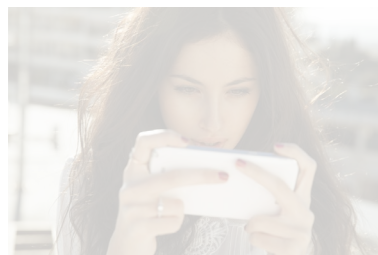
Micro Moment Prioritization Works

Micro Moment	% of Impressions	% of Investment	% of Conversions	Conversion Rate
Which Car Is Best?	30%	20%	4%	2%
Is It Right For Me?	50%	50%	14%	6%
Can I Afford It?	5%	5%	8%	13%
Am I Getting A Deal?	5%	5%	6%	10%
Where to Buy?	10%	20%	66%	40%

Awareness

Consideration

Ready to Buy



Which-Car-Is-Best
Moments



Is-It-Right-For-Me
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Can-I-Afford-It
Moments



Am-I-Getting-A-Deal
Moments



Where-Should-I-Buy
Moments



Price
Financing

Deals
Incentives

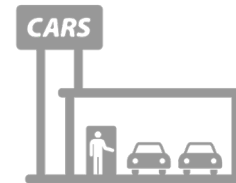
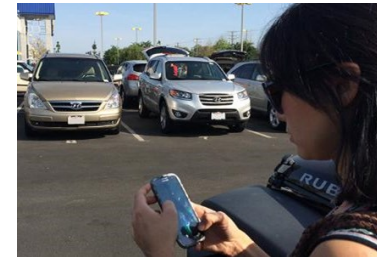
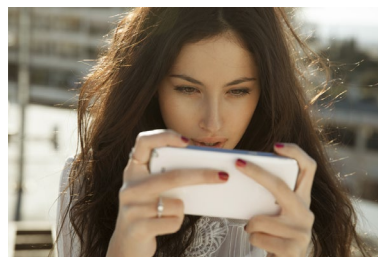
Dealer Terms
Dealer Actions
Geo-Modified

START HERE

Awareness

Consideration

Ready to Buy



Which-Car-Is-Best
Moments



Is-It-Right-For-Me
Moments



Can-I-Afford-It
Moments



Am-I-Getting-A-Deal
Moments



Where-Should-I-Buy
Moments



Make
Branded Segments
Branded reviews

Specific Models
Specific Specs

Price
Financing

Deals
Incentives

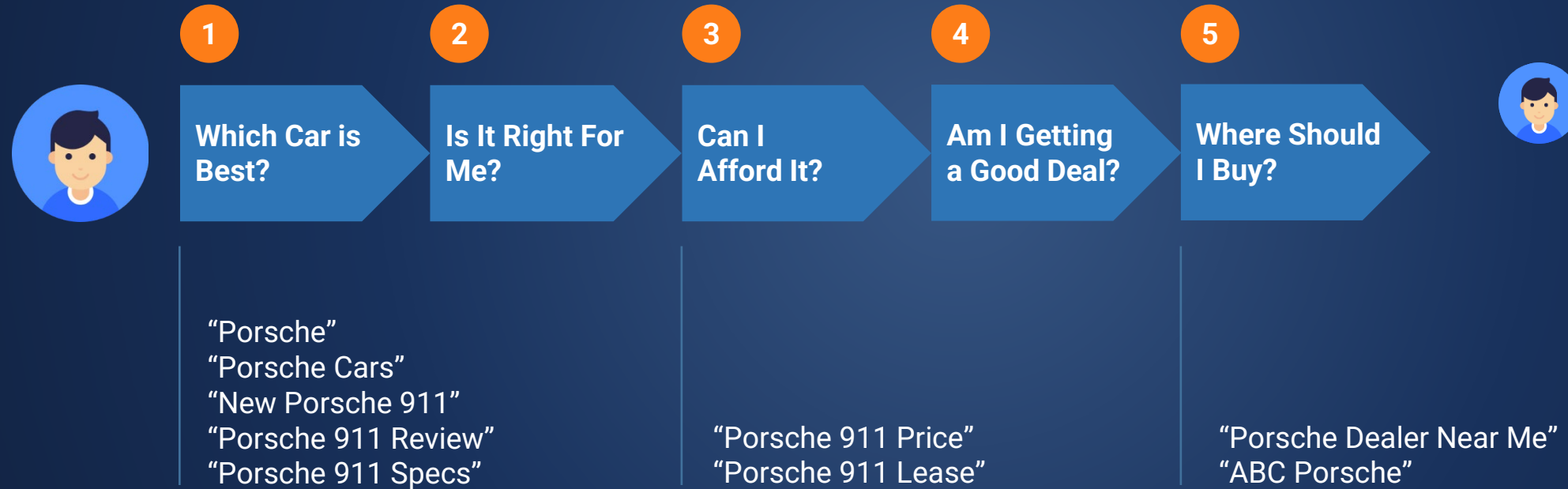
Dealer Terms
Dealer Actions
Geo-Modified

EXPAND TO HERE

START HERE

KEYWORDS: WHAT OTHERS DO

Most agencies use a keyword distribution that is spread across the car buyer's journey.



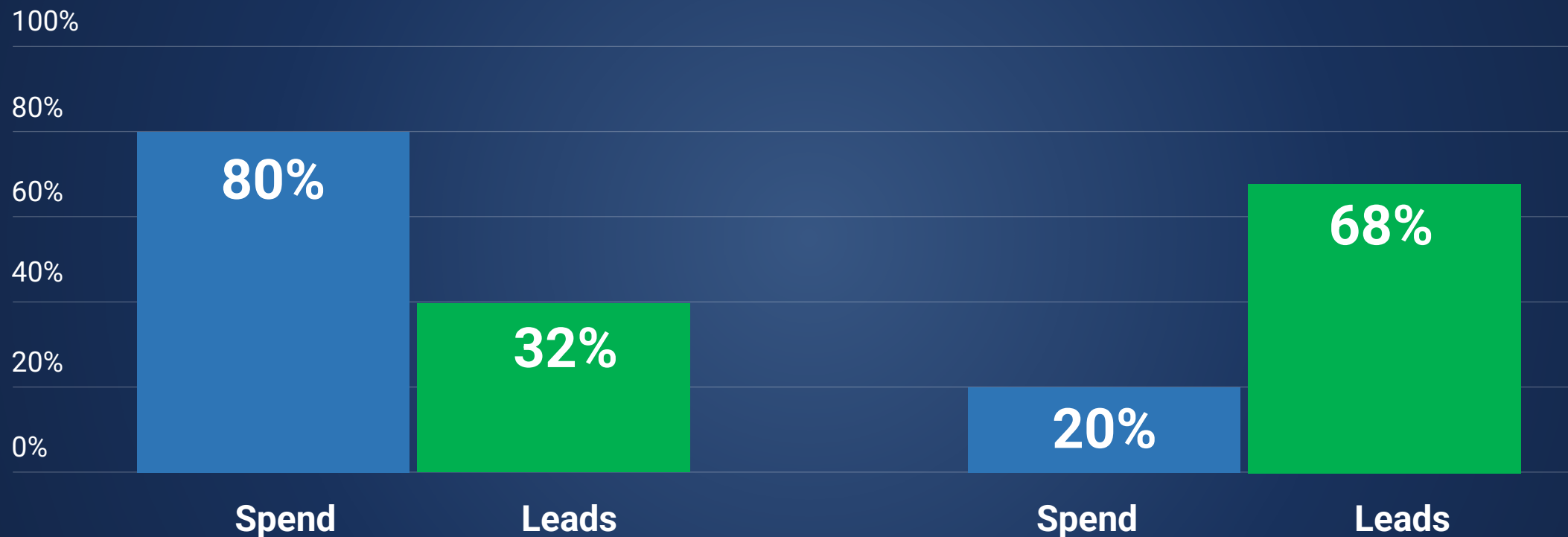
How effective is this really?

Buyer's journey and data based on Google's Micro Moments

KEYWORDS: THE DATA

The data shows spending for keywords in the “Where I Should Buy” segment.

2x
Leads for $\frac{1}{4}$ of the spend



1

2

3

4

Which Car is Best? · Is it Right for Me?
· Can I Afford it? · Am I getting a Good Deal?

5

Where Should I Buy?

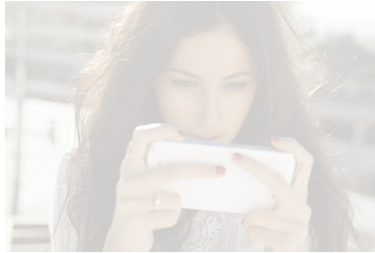


Which Micro Moments Matter For Dealers?

Awareness

Consideration

Ready to Buy



Which-Car-Is-Best
Moments



Is-It-Right-For-Me
Moments



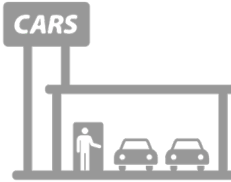
Can-I-Afford-It
Moments



Am-I-Getting-A-Deal
Moments



Where-Should-I-Buy
Moments



Keyword Examples:

Price Financing

- Nissan Altima price
- Honda Accord msrp
- Toyota Rav4 lease
- Audi Q5 quote

Deals Incentives

- GMC Sierra deals
- Chevy Malibu offers
- Ford Explorer sale
- Kia Optima specials

Dealer Terms Dealer Actions Geo-Modified

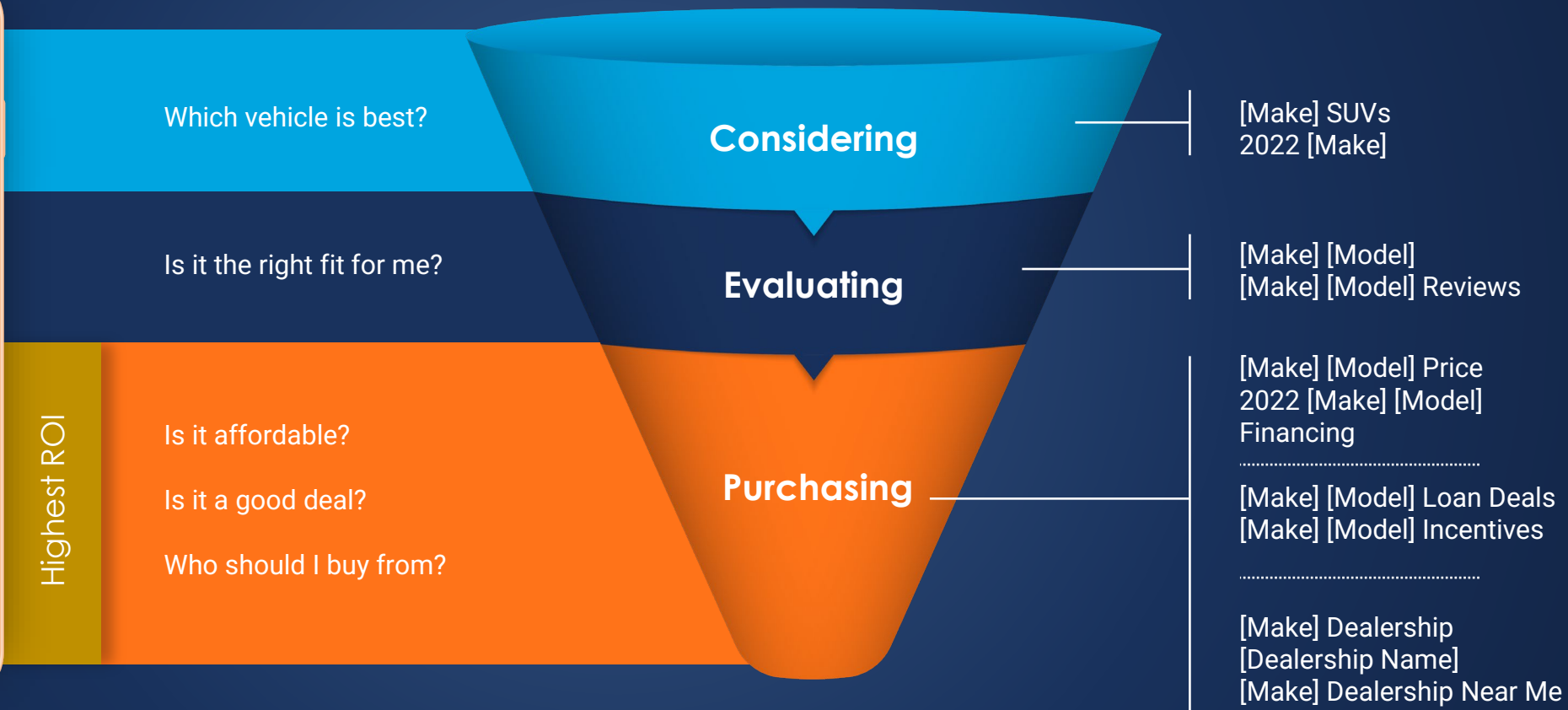
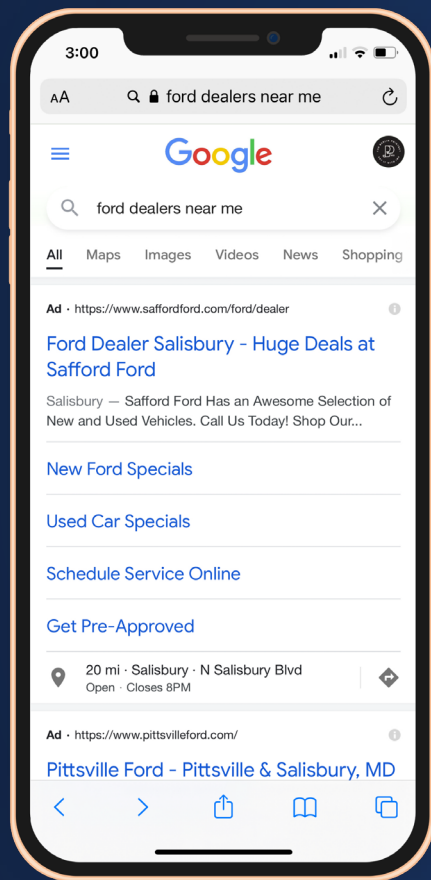
- Hyundai Elantra dealer
- Ford Fusion inventory
- Grand Cherokee test drive
- Sentra Los Angeles

Begin with Account Structure for Success

Which car is best?	<div>Make / Make Segment</div> <div>Make Make +2017 Make + SUV</div>	<div>Reviews / Accolades</div> <div>Make/Model Review Make/Model Ratings</div>	
Is it right for me?	<div>General Model</div> <div>Model Model +2017</div>	<div>Specs</div> <div>Model +specs Model +features</div>	
Can I afford it?	<div>Price</div> <div>Make/Model + Price Make/Model + MSRP</div>	<div>Financing</div> <div>Make/Model + Lease Make/Model + APR</div>	
Am I getting a deal?	<div>Deals</div> <div>Make/Model + Deal Make/Model + Offer</div>	<div>Incentives</div> <div>Make/Model + Incentive Make/Model + Rebate</div>	
Where to Buy?	<div>Dealer Name</div> <div>Dealer Name</div>	<div>Dealer Geo</div> <div>Make/Model + City/Zip Make/Model + Dealer</div>	<div>Dealer Actions</div> <div>Make/Model + test drive Make/Model + inventory</div>

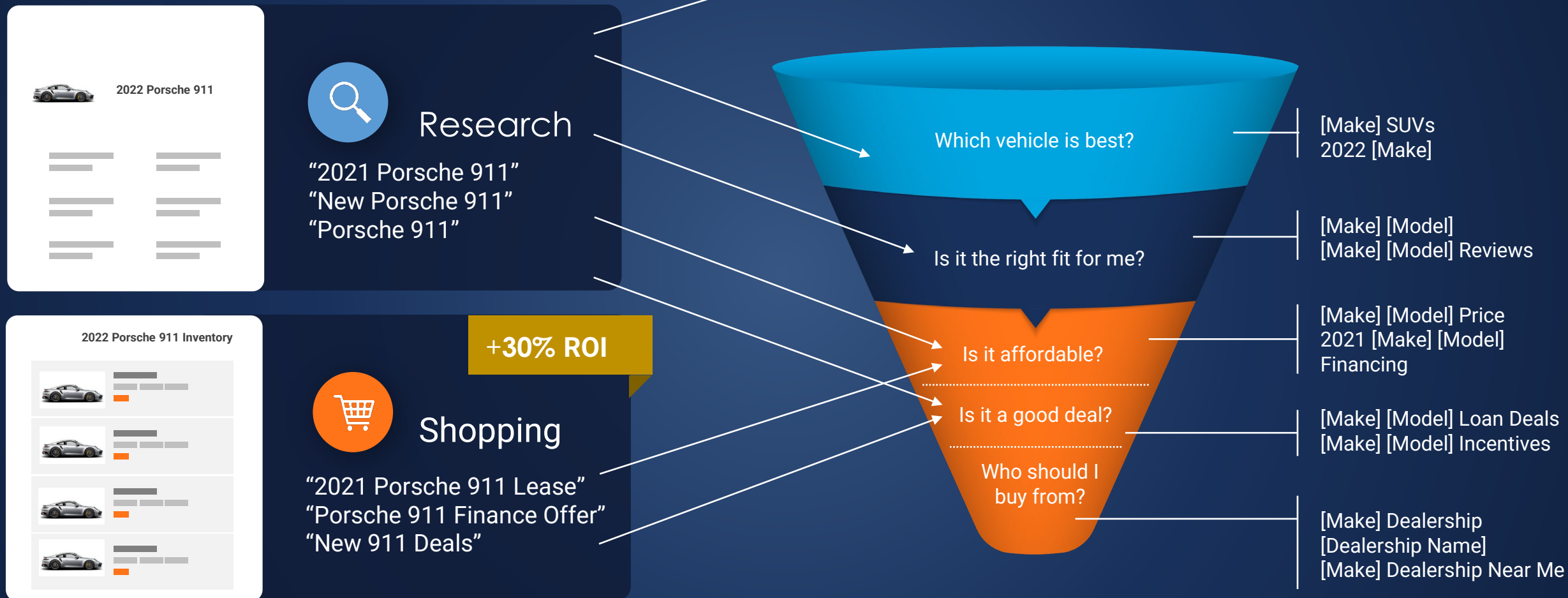
SEM

Google Micromoments/Dealer Guidebook



SEM

Model Keyword Strategy



GEO-TARGETING: WHAT OTHERS DO

Most agencies use a large, single radius

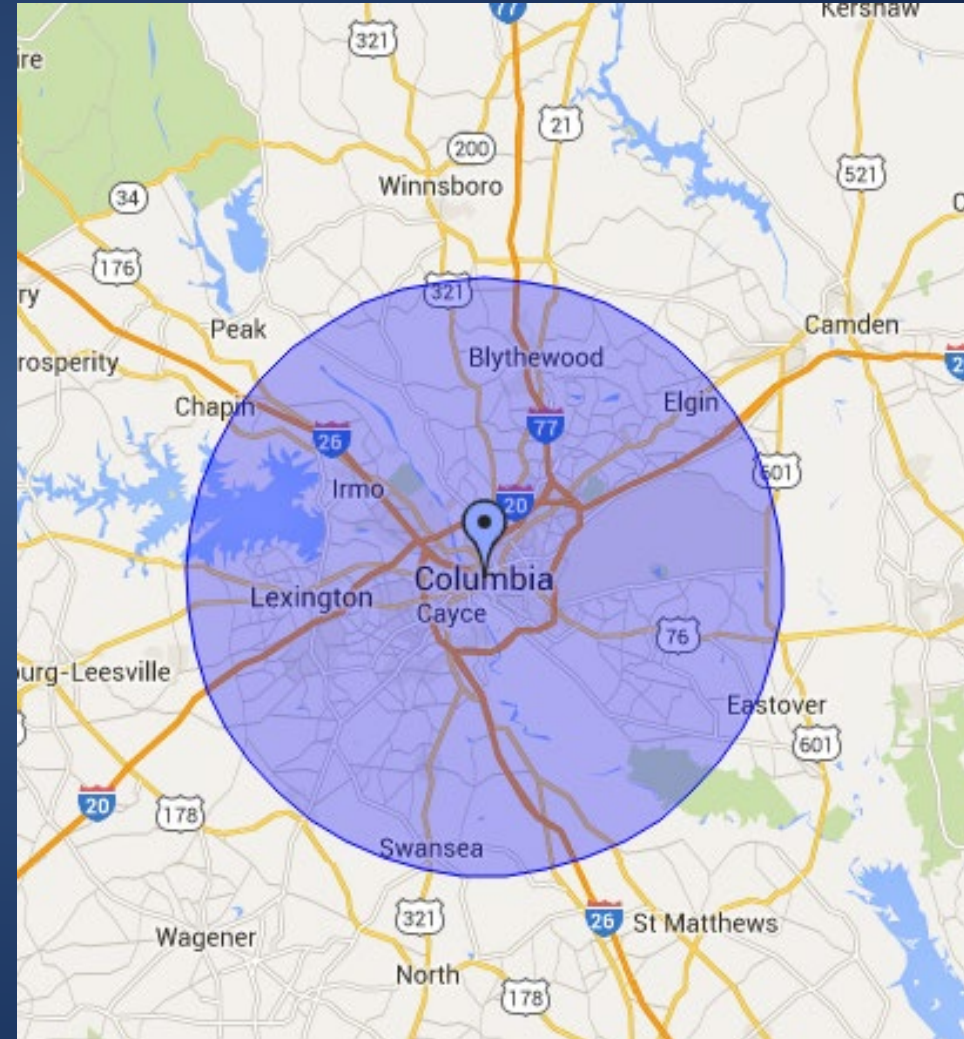
Problems with this Approach:

Target area is TOO large

Spend TOO MUCH money on distant customers

Spend TOO LITTLE money on nearby customers

Treats every customer in the radius equally

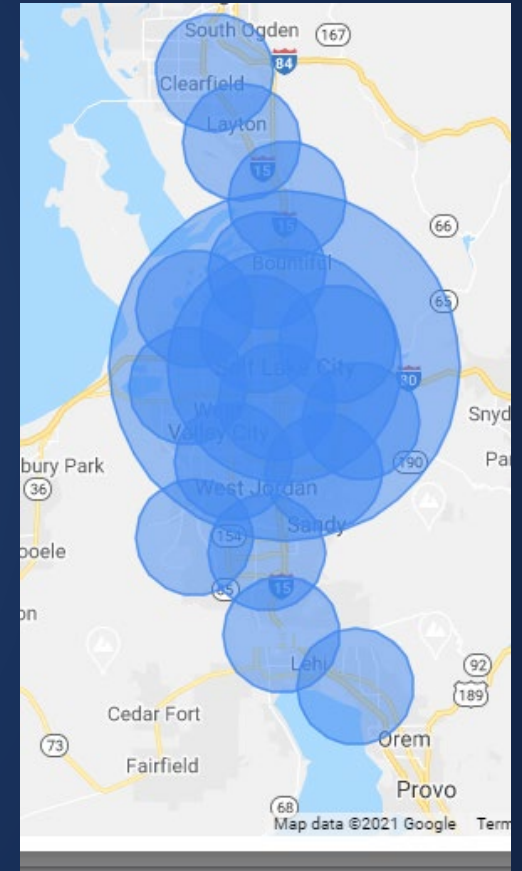
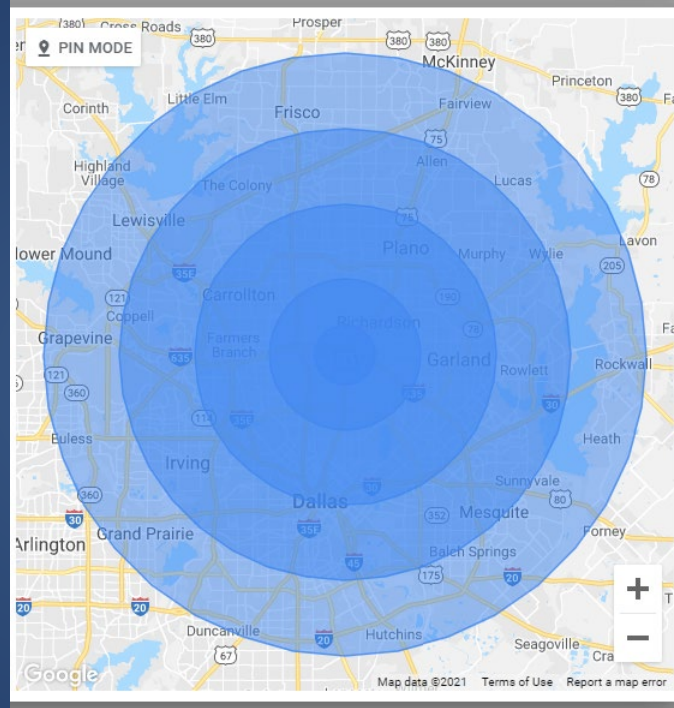


GEO-TARGETING: WHAT WE DO

DealerOn uses Multiple Radii & Bid Modifiers

Why this increases Conversions:

- Spend MORE MONEY on Best Customers
- Spend LESS MONEY on Less Qualified Customers
- ALWAYS have budget for Best Customers
- Target Budget to specific Geographic Segments



Ad Excellence: The Details That Drive Success

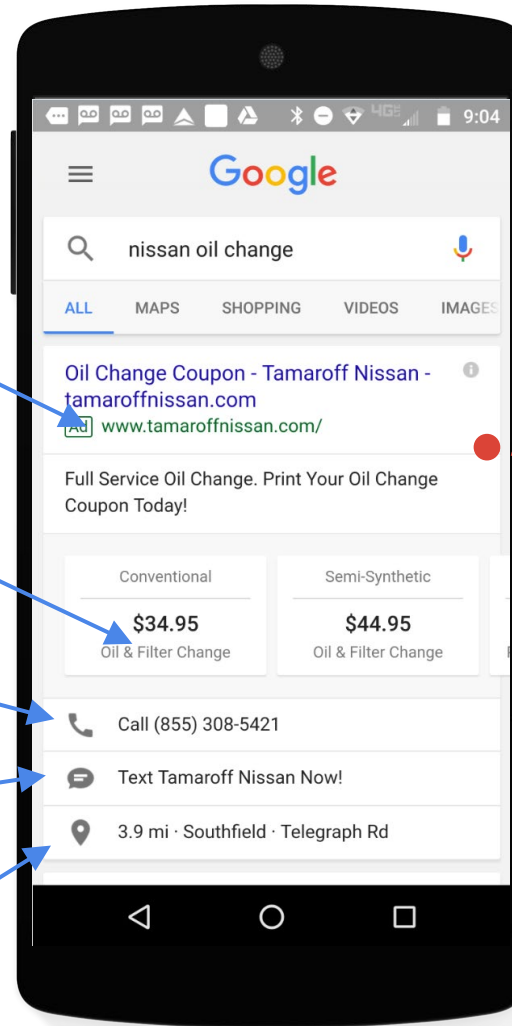
Expanded Text Ads

(New) Pricing Extensions

Click to call

Click to message extensions

Location extensions



3+ distinct ad creatives per ad group

Women's Shoes for Fall - Example.com

www.example.com/shoes/fall

Huge Selection and Amazing Prices. Free 2-Day Shipping. Easy Returns.

Fall Sale Get Up to 60% Off - Find a Store Near You

www.example.com/fall/sale

Up to 60% off all fall styles - all sizes and colors! Visit us today.

Example Shoe Boutique - Example.com

www.example.com/shoes/fall

Fast free shipping & returns 365 days a year! Styles for fall available now.

Vehicle Ads

Complement Vehicle Campaigns

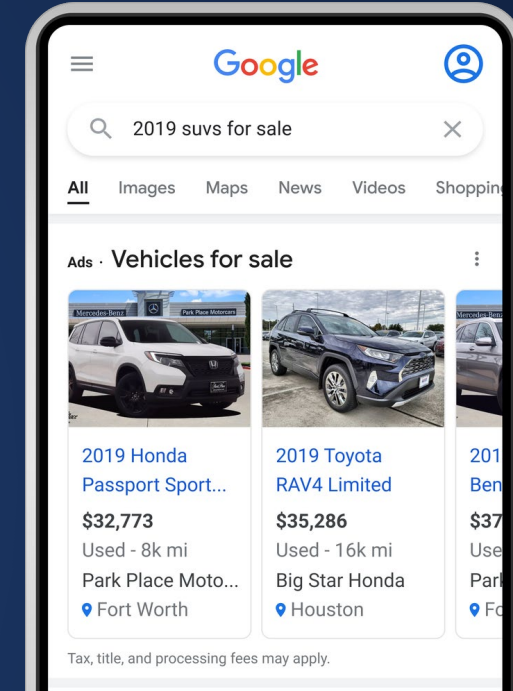
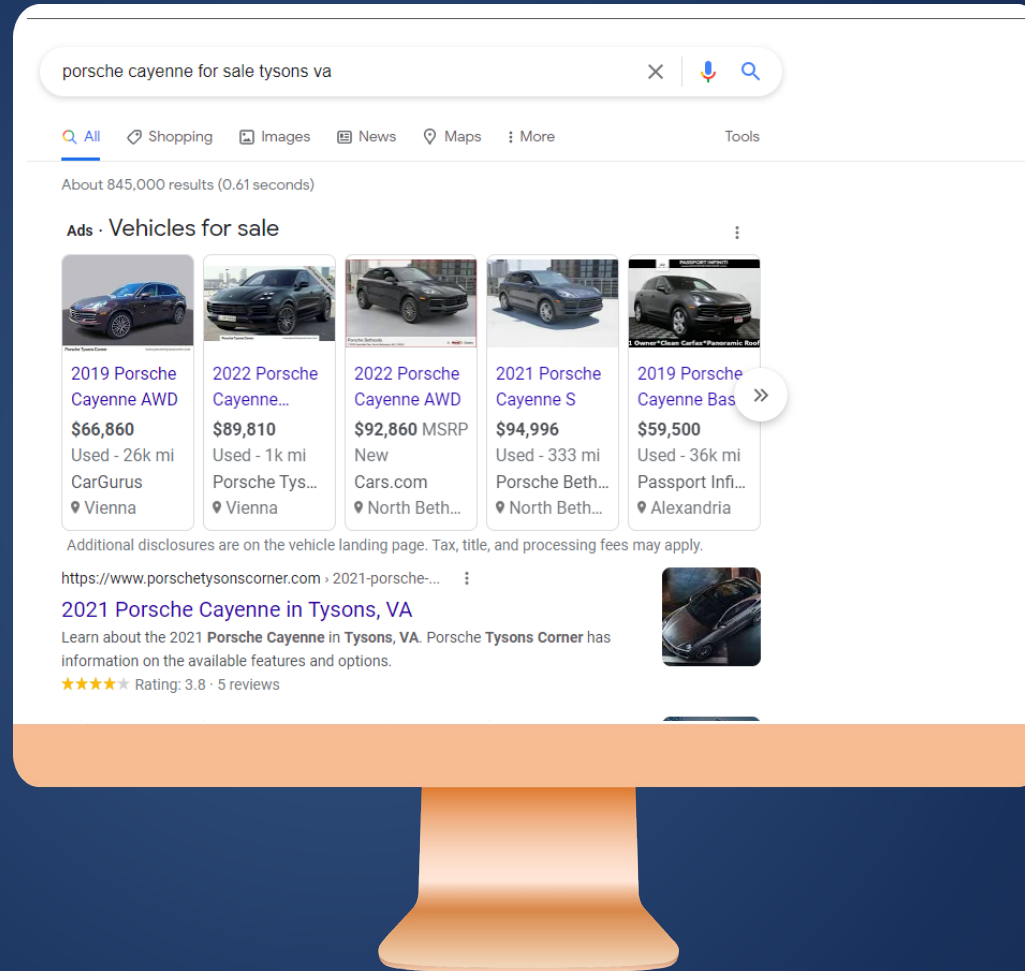
Released at NADA; Available Now!

+25% average increase in conversions during beta testing

Generated from Vehicle Feed

Send Traffic to Vehicle Details Page

New & Used Vehicle





Thank You.

Questions? Ask Us Anything.