



**DEALER INSITE**

**PRESENTING:**  
**DYNAMIC SMART BANNERS**

PROVIDING 21ST CENTURY WEB BASED SOFTWARE  
SOLUTIONS FOR THE AUTOMOTIVE INDUSTRY

Presented By: **DAX GOODRIDGE**

# THE PROBLEM

Traditionally the way we get creative messaging up on our website, PPC campaigns, retargeting campaigns, email campaigns etc. is to go through the arduous process outlined below.



## DESKING THE DEALS

This is the first step to getting the word out about a special lease payment, finance payment, or finance incentive to the public. Depending on how many vehicles you plan to process.

**Time: 2 DAYS\***

**Money: \$1500\***



## CREATING THE ASSETS

The second step is to get the information about the specifics of the deals that that you want to execute over to a creative team.

**Time: 5 DAYS\***

**Money: \$2000\***

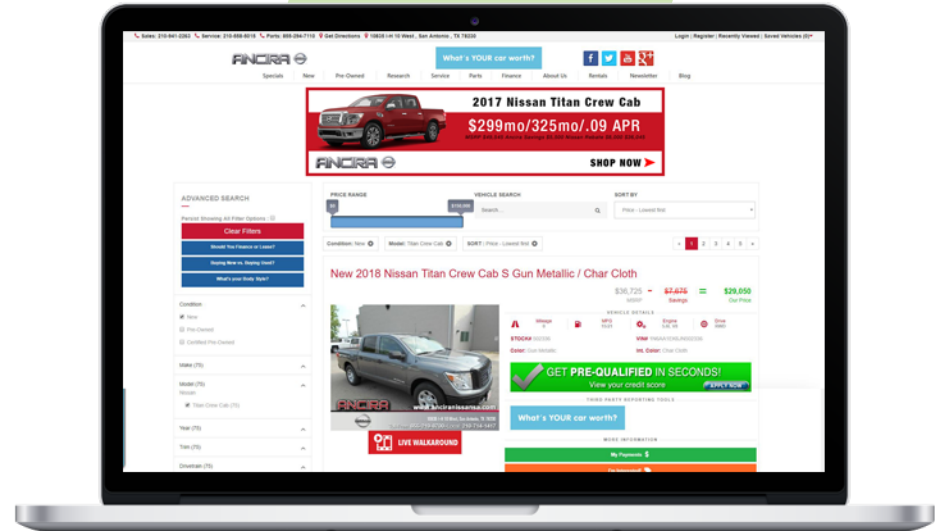


## EXECUTING THE CAMPAIGN

The final step is getting the special up where the customer can see it and engage.

**Time: 2 DAYS\***

**Money: \$400\***



**TOTAL ESTIMATED TIME: 9 DAYS\***

**TOTAL ESTIMATED COST: \$3900\***

Times and Numbers are based off of a dealership with 15 different models and 200 plus cars in stock for a total of 15 creative assets a month.

Presented By: **DAX GOODRIDGE**

# THE SOLUTION

Through our partnerships with automotive data companies we have created a solution that will allow you to **produce creative advertising assets** on your entire inventory in **seconds not days**.



INVENTORY, CSS AND HTML



LEASE AND FINANCE RATES AND INCENTIVES



AUTOMOTIVE IMAGES FROM EVOX

**2017 Nissan Titan Crew Cab**

**\$299mo/325mo/.09 APF**

MSRP \$49,545 Ancira Savings \$5,500 Nissan Rebate \$8,000 \$36,045



**ANCIRA** 

**SHOP NOW** 

**2017 Nissan Titan Crew Cab**

**\$299mo/325mo/.09 APR**

MSRP \$49,545 Ancira Savings \$5,500 Nissan Rebate \$8,000 \$36,045



**ANCIRA** 

**SHOP NOW** 

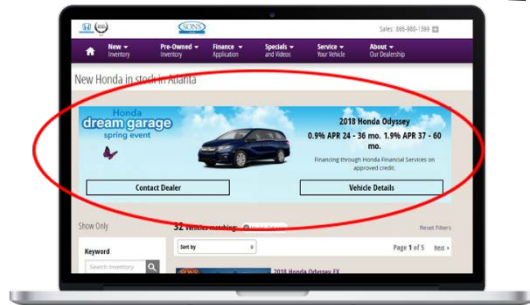
**TOTAL ESTIMATED TIME: 20 seconds\***  
**TOTAL ESTIMATED COST: \$950\***

Times and Numbers are based off of a dealership with 15 different models and 200 plus cars in stock for all of your vehicles in inventory.

Presented By: **DAX GOODRIDGE**

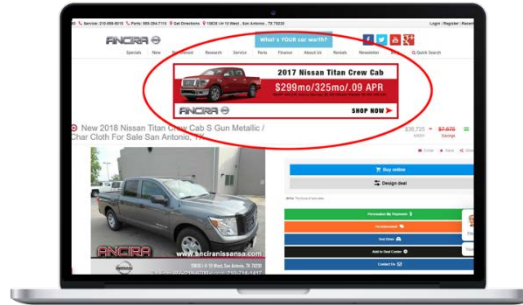
# THE APPLICATION

So where can you display these assets? Anywhere. We can display these assets on model specific SRPs and VDPs on any automotive web providers platform. We can also push these assets to anywhere on the web.



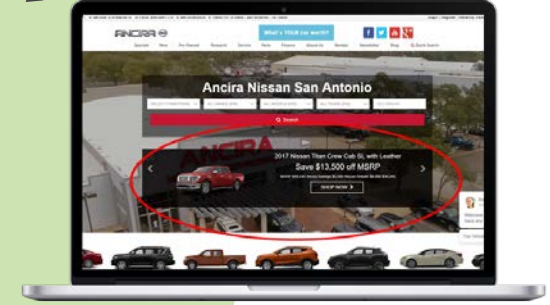
## DEALER.COM SRP AND VDP HEADER

We can implement this tool on any automotive website providers platform in minutes.



## DEALER INSITE SRP AND VDP HEADERS

This tool seamlessly integrate directly into the Dealer InSite automotive web platform.



## VIDEO BOARD ADVERTISING

Now you can have the look and feel of a video board and not lose messaging capabilities.

## APPLICATIONS

01

### HOMEPAGE BANNERS

Quickly and dynamically produce intelligent homepage messaging..

02

### SRP AND VDP BANNERS

Dynamically put messaging on specific models based off of how you customers shop.

03

### RETARGETING ADS

We can push creative assets to your advertising provider dynamically.

04

### PPC CAMPAIGNS

We can push creative assets to your advertising provider dynamically.

05

### EMAIL MARKETING

We can push creative assets to your email marketing provider dynamically.

# HOW IT WORKS

The system is easy to implement and configure. There are two versions of this tool; the set it and forget it (automated) and the more hands on approach. Whichever one you pick we have you covered.

## HANDS ON VERSION

1

Banner ID: 49

Stock Number/VIN Lookup: 545786

GET VEHICLE

Background Color: Black Transparent

Font Color: White

Select a Vehicle

2017 Nissan Titan Crew Cab Platinum Reserve 4x4

96 Hour Easter Savings Event \$44,475

Disclaimer: MSRP \$57,624 Ancira Savings \$5,400 Nissan Rebates \$7,750

SRP Call To Action Button Destination URL: [https://www.anciranissansa.com/Search---0\\_150000--1-545786?sort=1](https://www.anciranissansa.com/Search---0_150000--1-545786?sort=1)

SRP Call To Action Button Text: More Details

VSP Call To Action Button Text: Contact Us

Expiration: Expiration Date

Active: Inactive

☐ Checkbox will automatically reset expiration date to the last day of month. While checked, the banner will never expire.

SRP Banner Preview

2017 Nissan Titan Crew Cab

\$299mo/325mo/.09 APR

MSRP \$48,545 Ancira Savings \$5,000 Nissan Rebate \$8,000 \$36,045

ANCIRA

SHOP NOW

### 1 ENTER STOCK NUMBER

Enter a stock number and we will pre-populate Year, Make, Model, vehicle color and background.

### 2 ENTER THE OFFER

This is where you put in the lease rate, finance rate, cash incentive or finance incentive.

### 3 ENTER DISCLAIMER, LINK URL, CALL TO ACTION

This is where you put the offer disclaimer and where put the call to action and link to where you want you customer to go when they click the AD.

### 4 ENTER EXPIRATION DATE AND ACTIVATE

This is where you enter the expiration date and then select active and whether or not you want it to recur every month.

### 5 PREVIEW AND SAVE

Once you have review your changes and are happy with the out come then all you have to do is click SAVE and just executed and AD.

# HOW IT WORKS

The system is ease to implement and configure. For the "set it and forget it" version you just need to pick the banks that you are going use and configure the pricing rules and your all ready to produce offers on hundreds of vehicles in seconds.

## SET IT AND FORGET IT VERSION

### LOOK AND FEEL

Our team will customize look and feel, and size of the banners. We can do the based off of manufacturers current AD copy.

### PICK YOUR BANKS

Go into MarketScan's easy to use Dealer Portal and pick out all of the banks that you will be using for leases and finance.

### SET DEALER FEE AND TAXES

MarketScan makes it easy to put in your city and state tax and Dealer Fees.

### SET PRICING RULES

In MarketScan's dealer portal you can set specific pricing rules for specific set of vehicles or your entire inventory.

### REFRESH OFFERS

At this point you are ready to forget it. Once all the rules are set up all offers will update nightly or you can manually update them.



### 2017 Nissan Titan Crew Cab

**\$299mo/325mo/.09 APR**

*MSRP \$49,545 Ancira Savings \$5,500 Nissan Rebate \$8,000 \$36,045*



**SHOP NOW** ➔

# THANK YOU FOR WATCHING

---

Don't forget to tell your ideas about this presentation and share it with us!

## CONTACT US:



dgoodirdge@dealerinsite.com

[www.DealerInsite.com](http://www.DealerInsite.com)

770-289-5045