



SmartAdvertising®

For Jaguar Dealers

PureCars' award-winning technology makes it easy. Our single platform solution executes across all the relevant digital channels including search, display, social, and video and is optimized for all screens and devices.

Our technology uses data to determine which vehicles need to be advertised, then delivers the best ad to to the right person at the opportune time across their path to purchase to help you sell more cars.

Cross-screen Syndication

Our single platform technology executes across all screens and media channels to serve the right ad to the right person at the opportune time across their path to purchase.

Partner in Your Success

Our tech is just one piece of the story. A Strategy Manager, Performance Managers, and a Digital Specialist are on your team to optimize strategy, maximize your spend and make digital easy. We're proud our clients call us a partner, not a vendor.



Car shoppers visit 20 sources online before making a decision. Your advertising should reach shoppers across them all. Efficiency in media spend has never been more important.

SmartAdvertising Solutions

Search

Capture customers at the peak of purchase intent with robust ad structure and compelling copy.

Display

Increase brand awareness, retarget, conquest and offer through tailored, compliant creative.

Social

Reach and re-engage low funnel shoppers with VIN-level inventory ads on Facebook and capitalize on 'need it now' moments with Waze.

Jaguar XJ - Hometown Motors Jaguar - hometownmotorsjaguarusa.com
www.hometownmotorsjaguarusa.com/Models/XJ

340HP V6 to 550HP V8 Refined Power. Schedule a Test Drive. Optional All-Wheel Drive · Superior Craftmanship · Customizable Interior · Jaguar Sequential Shift...
[Get a Price Quote](#) · [New Inventory](#) · [Hours & Directions](#)

XJ R-Sport	XJ Supercharged
From \$74.4k	From \$92K
Base MSRP	Base MSRP

Google | Bing

THE 2017 JAGUAR XE 25T

\$259/MO
LEASE FOR 36 MONTHS

VISIT HOMETOWN MOTORS JAGUAR USA

DisplayExchange

Hometown Motors Jaguar USA

Experience the Hometown Motors Jaguar USA difference. Check out special offers happening right now!

The 2017 Jaguar XF Sport Sedan: \$0 Down
 Get the new 2017 W8 Supercharged at Hometown Motors Jaguar USA! \$0 Down. Heads-Up Display System. Intuitive AWD® System. Schedule your test drive today!

facebook | waze

Video

Captivate shoppers with engaging, high-impact pre-roll video through our exclusive ad network.

Fixed Ops

Fill your services bays with digital while other service shops focus on less effective direct mail and coupon inserts.

Should I Buy the XJL Supercharged? Best Features?
carcrazedfordazendays - 107,532 views

VideoExchange | facebook | YouTube

car repair

Hometown Motors Jaguar USA
1234 Destination St Atlanta 9.89 miles

Car repair
US-23 N, Duffield, Virginia 221 miles away

car repair

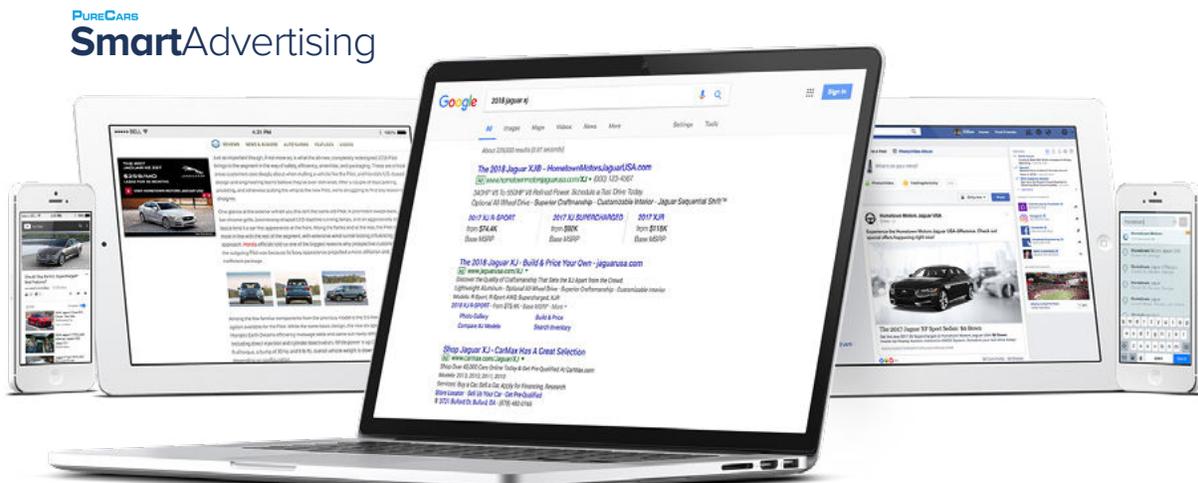
Waze Example
PureCars FixedOps

Data + Technology Eliminates Wasted Spend

Understand your market and target more precisely. With our SmartAdvertising technology, we analyze your inventory automatically, down to the VIN-level, to identify which vehicles should be advertised using market supply/demand data.

The Benefit

Efficiently spend on the vehicles and need it most and drive higher in-store conversions.





SmartAdvertising Packages for Jaguar		
XE \$1000/MO	XF \$1,250/MO	XJ \$1,500/MO
SEARCH Google + Bing <i>Campaign Types:</i> <i>Targeted campaigns for in-market shoppers.</i>	SEARCH Google + Bing <i>Campaign Types:</i> <i>Targeted campaigns for in-market shoppers.</i>	SEARCH Google + Bing <i>Campaign Types:</i> <i>Targeted campaigns for in-market shoppers.</i>
DISPLAY PureCars Display Exchange <i>Campaign Types:</i> <i>Behavioral, Retargeting, Contextual</i>	DISPLAY PureCars Display Exchange <i>Campaign Types:</i> <i>Behavioral, Retargeting, Contextual</i>	DISPLAY PureCars Display Exchange <i>Campaign Types:</i> <i>Behavioral, Retargeting, Contextual</i>
	SOCIAL Facebook, Waze and Video <i>Campaign Types:</i> <i>Prospecting, Retargeting, Lead Ads, Claim Offers, CRM Matching</i>	SOCIAL Facebook, Waze and Video <i>Campaign Types:</i> <i>Prospecting, Retargeting, Lead Ads, Claim Offers, CRM Matching</i>
		VIDEO PureCars Video Exchange <i>Campaign Types:</i> <i>Increase awareness and retention with incentive offers.</i>

Ask us about our digital solutions for Fixed Ops!