



SmartAdvertising®

For Land Rover 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.

2018 Land Rover Discovery Sport HSE - hometownmotorslr.com
(Ad) www.hometownmotorslr.com/Models/DiscoverySport

Great Selection Starting At \$42,705. Drive Away in Your New Land Rover Today! Great Deals Available · Friendly Sales Staff · Family Owned & Operated · Learn More!
[Get a Price Quote](#) · [New Inventory](#) · [Hours & Directions](#)

2018 Range Rover V elar From \$419/mo Lease Offer	2018 Discovery Sport From \$469/mo Lease Offer
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Google | Bing

2018 RANGE ROVER DISCOVERY SPORT SE
LEASE \$439/MO
 FOR 36 MONTHS
 \$3,495 DUE AT SIGNING

LAND ROVER ABOVE & BEYOND
 HOMETOWN MOTORS LAND ROVER

> SEE OFFERS

DisplayExchange

Hometown Motors Land Rover
 2 Stars (4)

Experience the Hometown Motors Land Rover difference. Check out special offers happening right now!

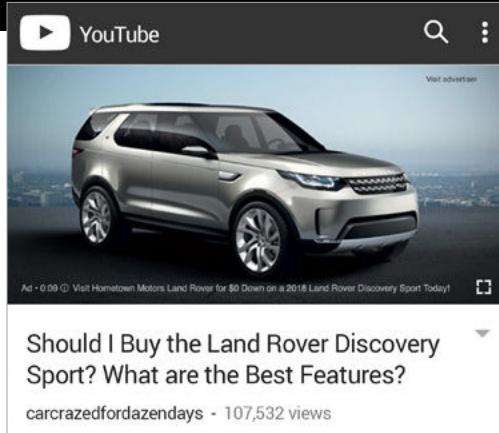
New 2018 Range Rover Velar: \$0 Down
 Explore the dimensions and specs of the new Range Rover Velar. 189 inches in length, 65.6-inch height and 84.4-inch width. Velar is between Range Rover Sp...

www.HOMETOWNMOTORSLR.COM

facebook | waze

Video

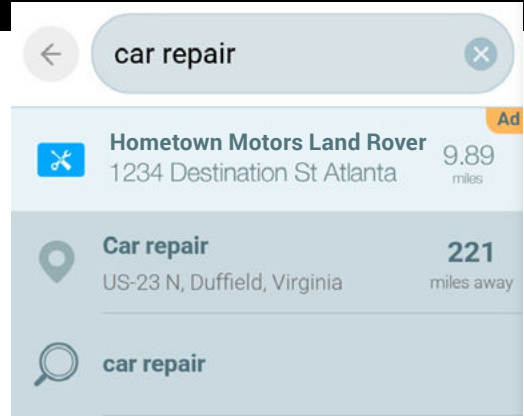
Captivate shoppers with engaging, high-impact pre-roll video through our exclusive ad network.



VideoExchange | facebook | YouTube

Fixed Ops

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



Waze Example

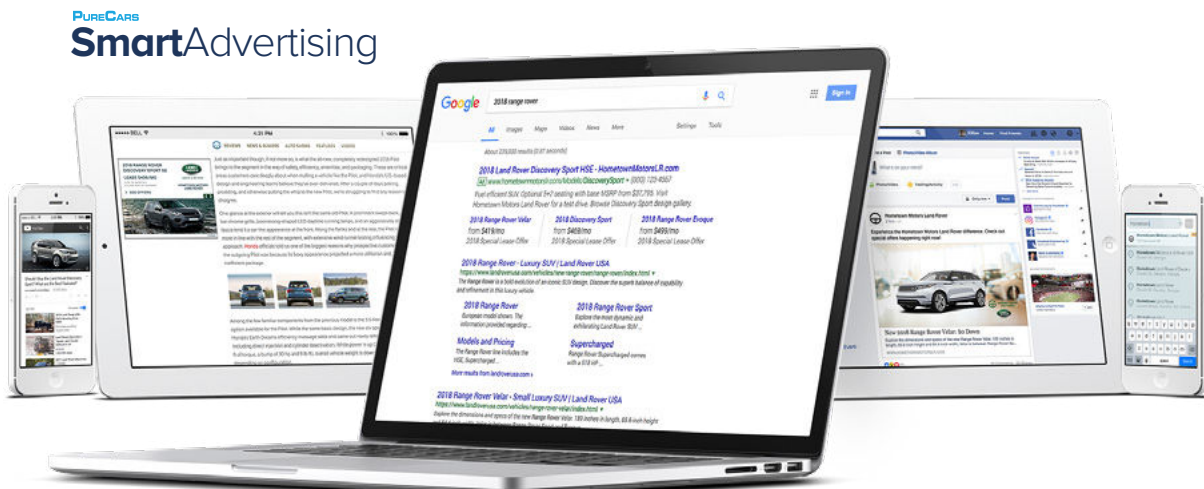
FixedOps

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

Ask us about our digital solutions for Fixed Ops!