

Reach in-market car buyers and keep your dealership top-of-mind with Cobalt Display Advertising.

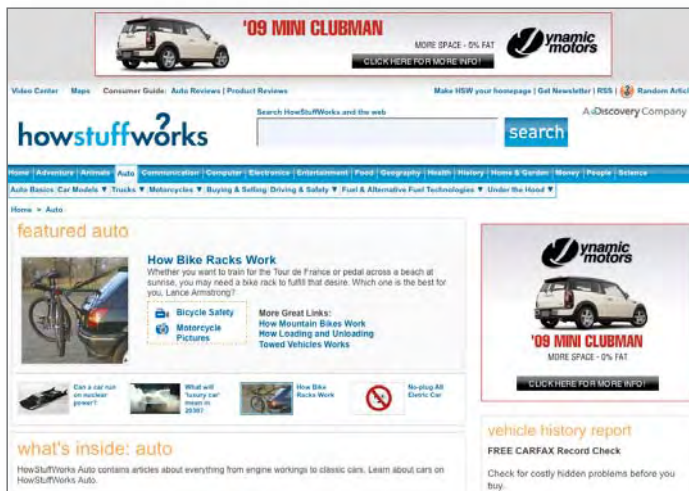


Are you wasting money on advertising in places with too few in-market buyers?

Display advertising helps you build and extend your relationship with car-buyer prospects and customers long before they are ready to buy a new car from or service their car at your dealership.

What is Cobalt Display Advertising?

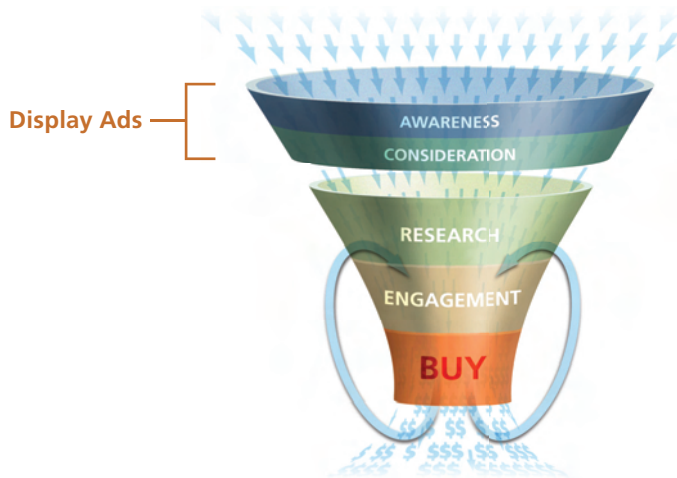
The Cobalt Display Advertising services compliments your website, email and search marketing efforts by increasing the exposure of your brand early in the consumer buying cycle. Consumers spend 95% of their online time surfing websites (us looking for them versus them looking for us). By advertising your dealership on hundreds of websites, your brand is reinforced as consumers get closer to making a purchase decision. Your dealership is displayed prominently on hundreds of different automotive, news and local interest websites where local consumers are surfing the web and reading a variety of relevant automotive content.



PowerDisplaySM Solution

Display your ads on websites where your customers browse.

Your ad will appear on web pages in prominent advertising areas. Contextual tagging is used to place ads on pages with relevant content. For example, ads tagged with BMW cars, auto videos, sports cars, etc. would appear on a page containing specific content.



Guiding Shoppers to your Showroom

Cobalt gives you the marketing tools, insight and expertise to manage your marketing “funnel” the same way you manage your showroom. From awareness of your brand to shoppers researching inventory and engaging your sales staff, no other vendor has the range of digital marketing products and services you need to sell more cars at less cost.

Cobalt’s Display Advertising solutions are a great way to build your marketing funnel by targeting consumers in the early stages of the consumer buying process, before they have started to actively look for a vehicle and while they are starting to build perceptions about your dealership brand.

Take advantage of Cobalt’s partnership with Google.™



THE GOOGLE CONTEXTUAL AD NETWORK

- Reach 76% of Internet audience
- 244 billion monthly pages viewed
- 147 million unique visitors / month
- Thousands of publishers
- High performing with consistent results

Our marketing services team manages the entire process.

As a Cobalt customer, you have an Account Advocate acting as your day-to-day contact responsible for managing your Cobalt programs including website optimization along with search and email marketing. You are also assigned an Digital Marketing Specialist who has expertise in search marketing and online display advertising to optimize your campaigns on an ongoing basis.

Comprehensive campaign management is available for new, used, service, parts, and finance campaigns and includes ad creation, ad trafficking, budget management, ongoing campaign monitoring and optimization.

To learn how you can increase traffic with Cobalt’s new PowerDisplay – Online Display Advertising program, contact your Cobalt account representative today.

866.200.5099

