

Digital programs

that never lose sight of the sale

For dealers looking to get more, Adpearance offers revenue-driven digital solutions.

Digital Advertising

Reputation Management

SEO

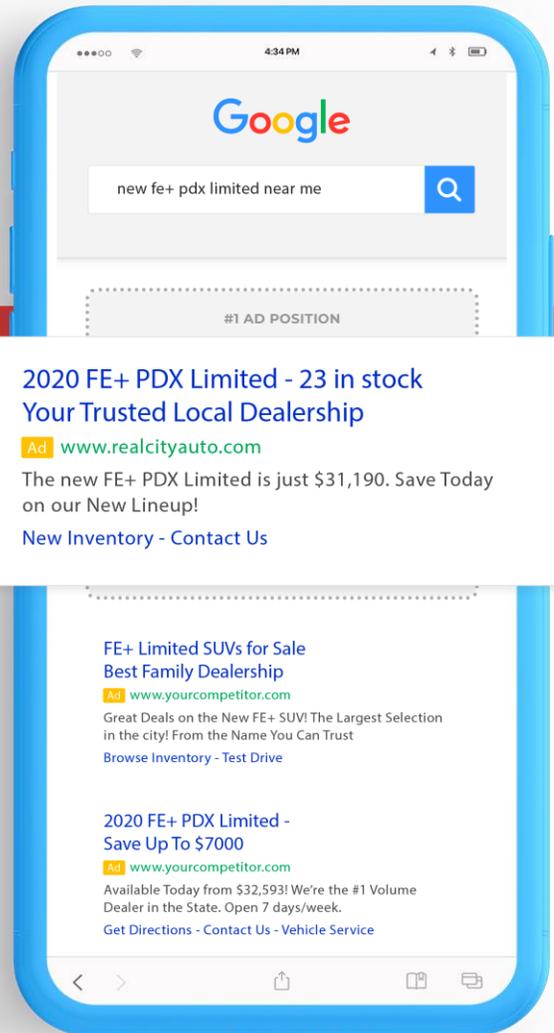
Social

Digital Advertising

The right digital advertising ensures you capture in-market leads for new and used campaigns. Smart targeting and bidding strategies can make or break your campaign performance.

With Adpearance, you get industry leading expertise, game-changing ad tech, and choice— display to search, Facebook to YouTube, model to service campaigns. Our technology includes:

- Dynamic Search Tech™
- Dynamic Display Tech™
- Google/Bing ads powered by advanced tracking technology



Reputation Management

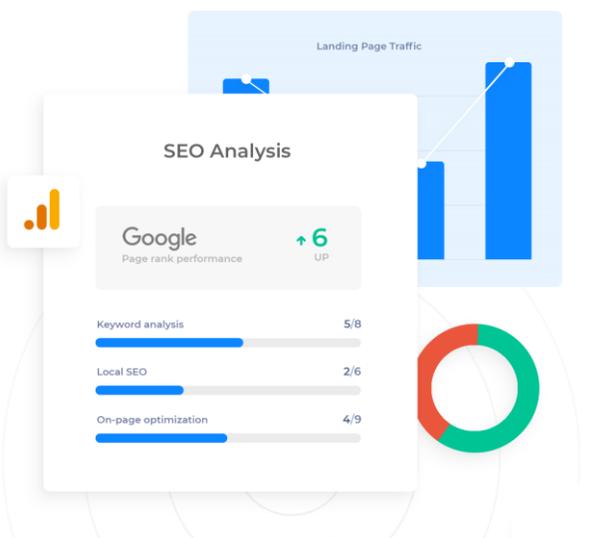
Improve trust and cue shoppers to become buyers with proactive reputation management.

Adpearance will help you generate more reviews, improve your star rating, and manage the volume of reviews with real humans responding.

Through our proactive online reputation management, you'll present a polished first impression of your business.



SEO



Search engine optimization is confusing, even to some marketers! To get results, our optimizations span from the technical to local, offsite to onsite, so your dealership shows up and catches the eyes of the right car shoppers. Adpearance tackles:

- Landing pages
- Metadata
- Updates to local directories
- Technical SEO
- Updates per Google/Bing algorithm changes

Social Media Advertising



Create trust and influence buyers. Combining active management, dynamic inventory ads, and smart strategies, our social media advertising makes sure you won't be missed.

Meet your audience where they're at and advertise on the platforms that are the best fit for your dealership including Facebook and Instagram.

Proven Results for Dealers

3x

Increase in Leads

56%

Decrease in Cost-per-Click

3x

Higher Click-Through Rate

100%

Ad Relevancy

Start with a free digital analysis to assess your current competitive position.



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adpearance.com/auto-analysis