

Digital Advertising

designed for Stellantis Dealers

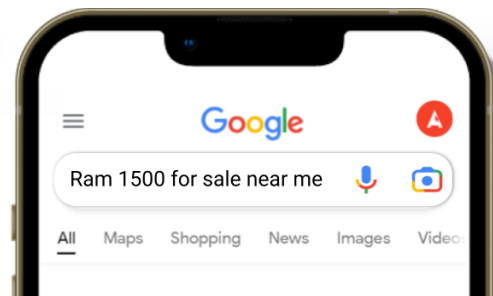
For Stellantis dealers looking to get more, Adpearance offers revenue-driving advertising solutions designed for the specific needs of dealerships.

Paid Search


Advertising should prioritize conversions, not clicks. With Adpearance advertising, dealers get the best in both lead tracking and strategy. Even with low or influx inventory, dealers have opportunities to drive more revenue.

Prioritize conversions and advertise using the campaign objectives that make sense for Stellantis dealerships.

- Make
- Model
- Dealership
- Location-specific
- Brand Lease
- Model Segments



Sponsored

 www.realcityram.com

2023 Ram 1500 - Real City Ram

Browse Ram 1500 Inventory Now! The new 2023 Ram 1500 starts at just \$67,550. Select Models up to \$8,000 Off MSRP. Test drive today at Real City Ram!

 1234 Main St. Real City, OR - Open today · 7am - 6pm

[View Inventory](#)

[Customer Service](#)

[Lease Options](#)

Display Ads

Stay in front of users already exposed to Stellantis dealerships with display ads across websites running ads on the Google Display Network.

Display advertising is an inexpensive way to generate brand awareness for in-market or near-market shoppers. Display advertising can also be a lead driver through tactics like remarketing where you're able to serve specific ads to users who have previously been to your website.

Effective display ad assets feature high-resolution graphics and informative ad copy that leads users to the appropriate landing page on dealer websites.

Vehicle Ads

Vehicle ads are a highly dynamic way to seamlessly advertise live inventory to users. People searching for vehicles will see photos and key information about new and used vehicles — all taken directly from live inventory feeds and dynamically updated as inventory changes.*

In industries like ecommerce, where shopping ads have been available for years we've seen 30-60% of paid traffic coming through this ad format. As dealers incorporate this tactic into their strategy, it is important to maintain a healthy mix between shopping, search, and organic.

Performance Max

Leverage the power of automation and machine learning across a dealer's entire Google Ads inventory with Performance Max campaigns.

Performance Max combines Google automation technologies across bidding, budget optimization, audiences, creative, and attribution, to drive advertising performance for dealers' unique conversion goals. The campaign type is designed to work alongside Smart Bidding Search campaigns to increase specific advertising and conversion goals across Google Business Profiles, YouTube, Display, Search, Discover, Gmail, and Maps.

**Vehicle Ads are not available for use in the state of Virginia.*

Working with Adpearance



Google Premier Partner

As a Google Premier Partner, Adpearance is one of the top 3% of Google's advertisers in the United States. Our Premier Partner status enables Adpearance to be in close communication with a dedicated support team at Google to optimize, tweak, and maximize the campaign ROI for our clients.



Premium Tracking

Gain search to sale insights to optimize advertising campaigns and generate as many high-quality, low-funnel leads as possible.



Human Touch

We never set it and forget it. Instead, our staff actively manages results and updates our strategy for better performance.



Get in touch with Adpearance today.



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