



FACEBOOK & INSTAGRAM  
AUTOMOTIVE ADS

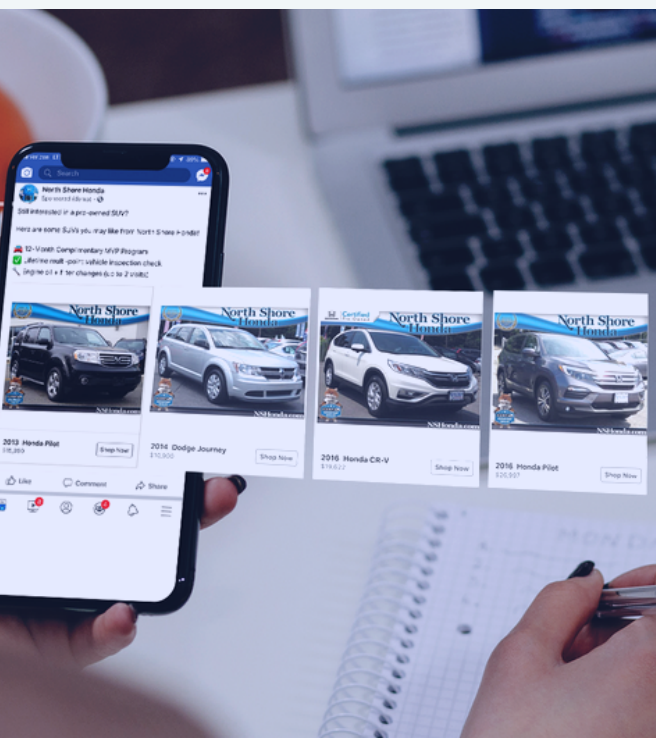
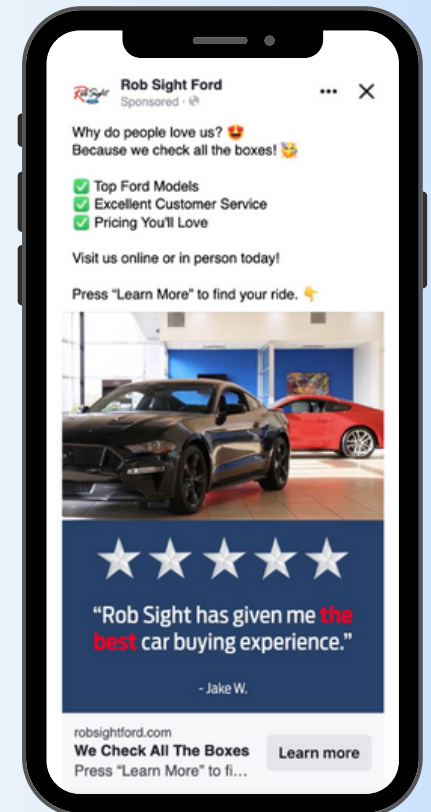
DEALERSUNITED.COM



# RIGHT SHOPPER, RIGHT VEHICLE.

Use a full-funnel **Facebook and Instagram** strategy to sell more cars on today's largest social platforms.

- ✓ Did you know, 80% of surveyed US car buyers use Facebook for auto research.
- ✓ Deliver your New + Used inventory and "Why Buy Here" brand messaging to ideal customers at the right stage in their buyer journey.
- ✓ Use your own data, like website visitors, recently sold, and current customers to build powerful custom audiences.
- ✓ Unlock 3rd party Automotive data to reach In-Market Shoppers and current Owners of specific Makes and Models.



## FEATURES YOU'LL LOVE



### REAL UNIT SALES PROVEN EACH MONTH

Say goodbye to unclear ROI and assuming that your ads are (or aren't) working. With Sales Matchback Reports, you'll know if your ads are helping you sell more cars.



### ON-FACEBOOK VDPs

Try a On-Facebook destination to mitigate shopper friction by keeping users where they are already browsing.



### VIN-SPECIFIC LEADS TO CRM

Capture leads on specific VINs from low-funnel shoppers, and drive them right to your CRM.