



sMedia Inventory

Finding Engaged Prospects on your VDPs

Your buyers' browsing and click patterns give us information regarding their intent. Think of it as **digital body language**.

We analyze hundreds of the behavioral indicators of customers such as click patterns, searches, VDP (Vehicle Detail Page) interest, and condense them into one easy to understand metric - [Engaged Prospect](#).

Our studies have proven these behavioral indicators to be **the highest correlated statistic to sales**. We use [Engaged Prospect](#) data to target interested buyers with sMedia Inventory ads.



Drive Engaged Prospects to you VDPs

2010 CHEVROLET SILVERADO
MSRP: \$37,840
Our Price: **\$34,480**
+ HST & LIC
STOCK # : P2469-1
TWO OR MORE AVAILABLE AT THIS PRICE

ROSETOWN MAINLINE KING OF TRUCKS
New 2018 Chevrolet Cruze LT FWD Sedan
Our Price: **\$22,999**
TWO OR MORE AVAILABLE AT THIS PRICE

Still interested in 2017 Chrysler 300S?
\$31,726
Take me back

Still interested in 2015 Dodge Grand Caravan SE?
\$17,919
Take me back

Still interested in 2013 Ford F-150 XLT?
\$26,612
Take me back

sMedia Inventory is Dynamic VIN Level Advertising that brings Engaged Prospects to your VDPs.

Our solution includes:

- Google Search Ads
- Google Display Ads
- Google Remarketing Ads

sMedia Inventory places your inventory in front of buyers at every stage of the buying cycle.

Beat the competition

Car buyers spend on average **16 hours of researching** their vehicle online. To keep your dealership top-of-mind, sMedia Inventory ads incentivize buyers at every stage of the buying cycle:

Research

01

A buyer in your geographic area starts to browse websites that trigger customized banner ads and search text. They are generated automatically for the exact year, make, and model a buyer is looking for that is also in your inventory.

Shopping

02

Once a buyer shows proclivity towards a specific vehicle, an ad displays at the top of the Google search results and everywhere buyers go to consume information. The ad drives traffic directly to the VDP of interest.

Consideration

03

When a buyer visits your VDPs, sMedia Inventory adds them to a retargeting list and continues to display ads with the exact type of vehicle that the buyer is looking for, bringing them back to the VDP.

Purchase

04

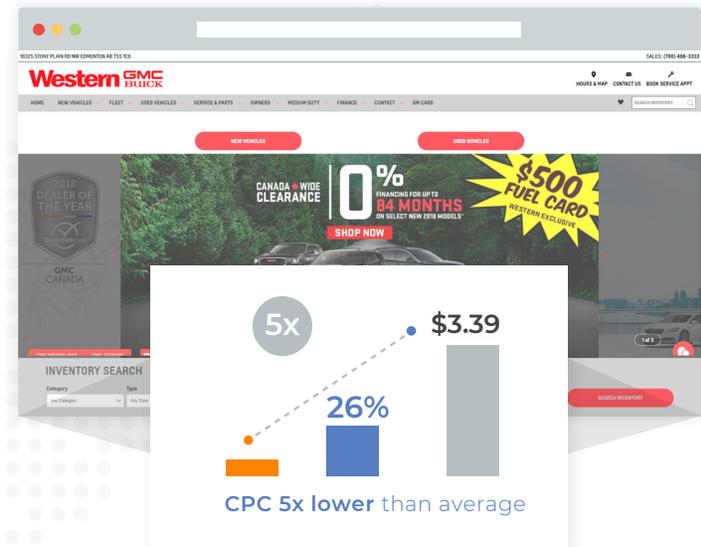
When a buyer purchases a vehicle from your inventory, sMedia Inventory automatically syncs every 15 minutes with your database to stop advertising any vehicles that have been purchased and removed from the website.

Success Story

Western GMC Buick turned to sMedia inventory to attract Engaged Prospects and bring them back to VDPs

After just a month of sMedia targeting and optimization, Western GMC Buick's CTR (Click Through Rate) for Display Ads was **26% higher** than the industry average.

Their CPC (Cost per Click) was **5x lower** than their competitors' CPC, while Cost per Engaged Prospect remained at **\$3.59**.



Who we are: sMedia recap

sMedia is North America's leading digital marketing agency for automotive dealerships.

As a Google SMB Premier Partner, we maximize ROI on online advertising strategy by driving engaged buyers to your VDPs and converting them into high-quality leads.

Over 240 dealerships across North America partner with sMedia to build traffic, maximize engagement, and drive leads and sales. From a 3 person team at a single desk in 2011, to a leading digital marketing agency with over 60 team members across the world - sMedia is recognized by www.canadianbusiness.com as the 53rd Fastest Growing Company in Canada in 2018

sMedia has been chosen as a top Google Certified Agency in North America in 2014 and 2015.



Some clients we've worked with:

