

















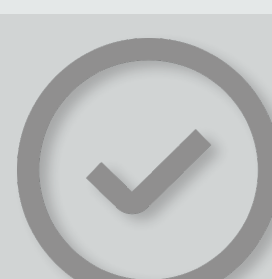


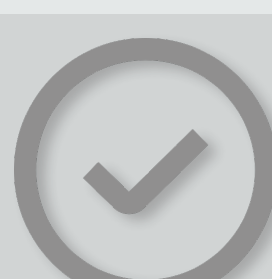




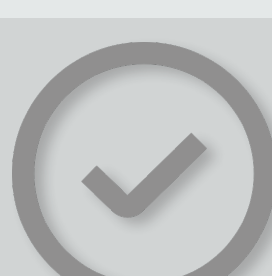




























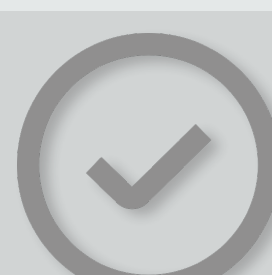
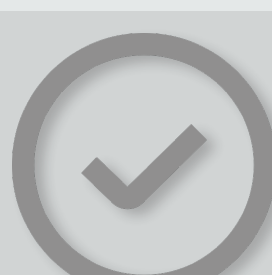
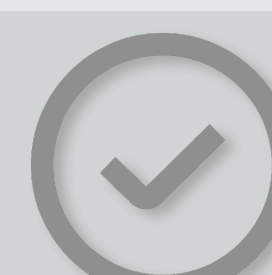
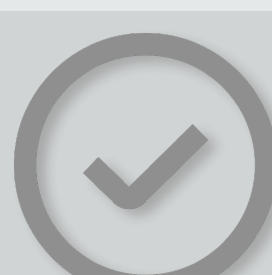
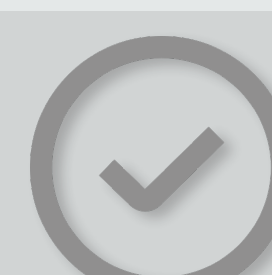

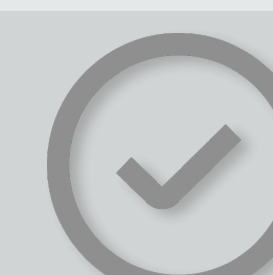












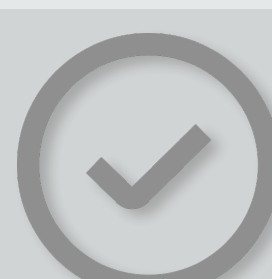
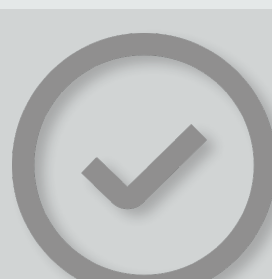
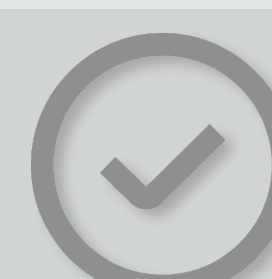
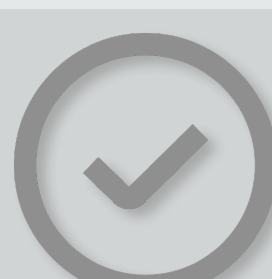

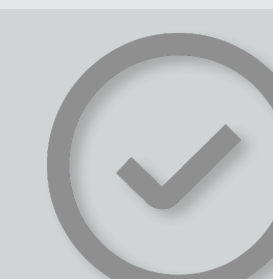















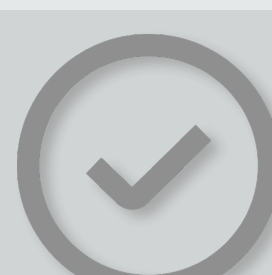
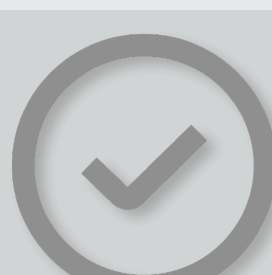
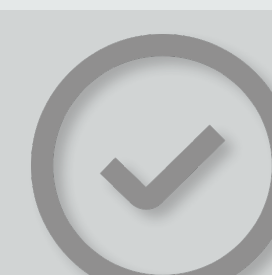
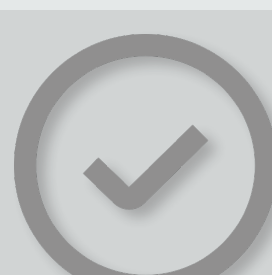
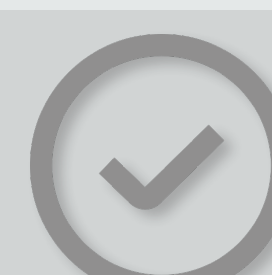













# JLR Digital Advertising Offering Matrix



Drive more traffic to your Retailer website with an optimized, innovative, and effective digital advertising strategy. The JLR Digital Advertising program gives Retailers choice between industry leading vendors, offering a variety of solutions and tactics that are most suitable to meet your marketing goals.

	 Search Meet customers actively searching for vehicles, locations, or services by placing your dealership higher in the SERP.	 Display Grow and develop store engagement by placing targeted advertisements across various websites.	 Social Place your dealership in front of customers across multiple platforms including Meta, YouTube, TikTok, ect.	 CTV/OTT Target your audience based on geography and behavior across the most popular video/streaming platforms.	 Email Create meaningful relationships with customers by marketing directly. Promote curated vehicles, services, and incentives.	 Traditional Reach local audiences by creating tangible, one-way communication and broadcast your message.	 SEO Attract customers to your website by leveraging organic keywords and phrases within blogs and landing page content.
 <b>Adpearance</b>							
 <b>foureyes</b>							
 <b>Affinitiv</b>							
 <b>ansira</b>							
 <b>C-4Analytics</b>							
 <b>CONSTITUTION</b>							
 <b>Dealer.com</b> by Cox Automotive							
<b>DEALER INSPIRE</b>							
 <b>FORCE</b> MARKETING							
 <b>FOX DEALER</b>							
 <b>fullpath</b>							
 <b>l2tmedia</b> POWERED BY AUTOQUITY™							
 <b>PURECARS</b>							
 <b>REUNION</b> Marketing							
 <b>stream</b> COMPUTERS							
 <b>TeamVelocity</b>							
 <b>J.D. POWER</b>    <b>UNITYWORKS</b>			