

Luxury Market Momentum

Accelerate Your Sales with Cutting-Edge Technology

Adpearance solutions put you ahead of the competition, leveraging premium market insights and agile strategies to drive sales for your Range Rover Sport, Range Rover Sport PHEV, Range Rover PHEV, and Defender inventory. With strategic targeting on high-demographic platforms like Vogue and Hemmings, we reach luxury buyers where they're most engaged. Our powerful, hyper-targeted digital marketing ensures your ads reach the right audience to maximize lead generation and convert interest into sales. Plus, our campaigns don't stop when the event ends—extended opportunities keep your brand top-of-mind with qualified prospects, driving ongoing results.

Facebook AIA

- Ensure high-quality VDP production with Facebook Automotive Inventory Ads, while taking advantage of Facebook's ability to reach the right shoppers at the right time with their advanced matching algorithms.

Vehicle Listing Ads (VLAs)

- Ensure high-quality VDP production with Google Vehicle Ads, by showing to high intent users actively searching for your respective models.

Connected TV (CTV)

- Access in-market shoppers across popular streaming platforms with high-impact video advertising such as Hulu, ESPN, Disney, TNT, PlutoTV, Freeform, etc.



Flight Details

Flight Dates: Rolling launch starting mid-October

Available Tactics: Facebook AIA, VLA, CTV

Focus Models: Range Rover, Range Rover PHEV, Range Rover Sport, Range Rover Sport PHEV, Defender

Package Options

Good

Budget: \$1,500

Tactics: Facebook AIA
One focus model

Better

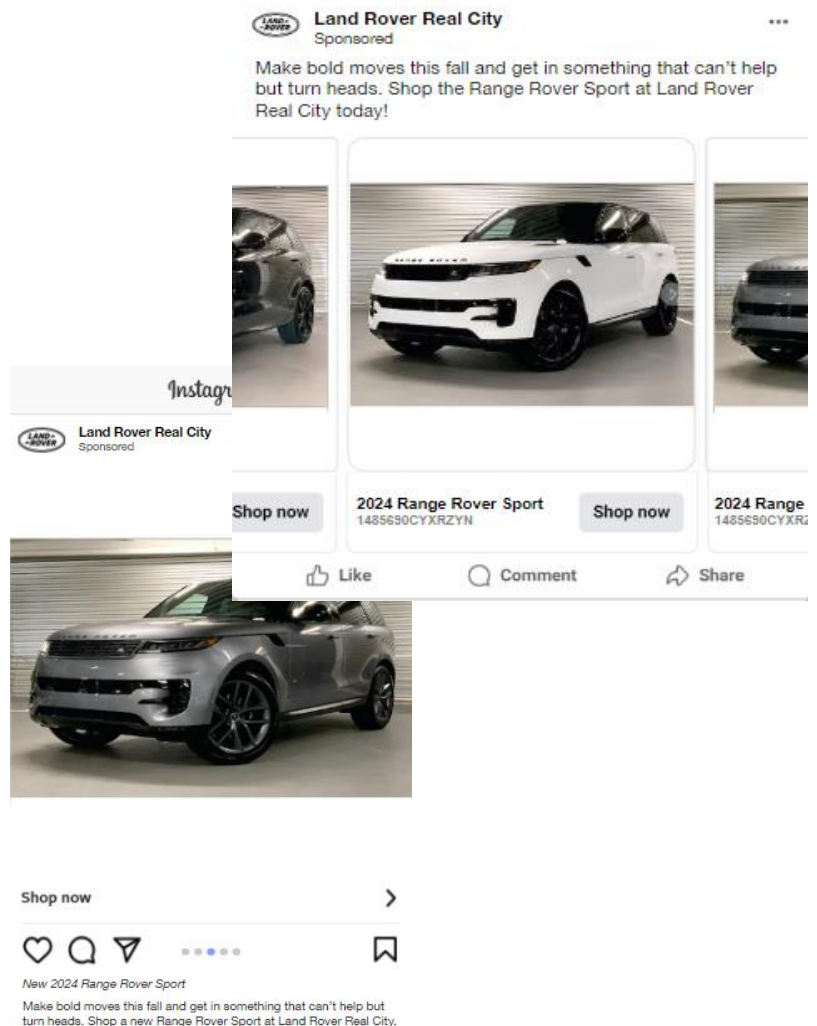
Budget: \$2,750

Tactics: Facebook AIA+ VLA
Two focus models

Best

Budget: \$3,500

Tactics: Facebook AIA, VLA, CTV
Three focus models



Enroll Now and Dominate your Luxury Market!

- **Unmatched Market Insights:** Leverage integrated data to stay ahead of competitors and move your inventory faster.
- **Target Elite Audiences:** Tap into premium luxury buyers with exclusive access to Vogue and Hemmings audiences.
- **Precision Campaigns:** Hyper-targeted digital marketing drives more leads for your Range Rover Sport, Range Rover PHEV, and Defender vehicles.
- **Tailored for You:** Campaigns customized to your dealership's unique needs for maximum performance.
- **Dedicated Account Strategist:** Every retailer is assigned a personal strategist to align with your goals, offering real-time feedback and continuous optimizations.

Notable KPIs

Targeted advertising designed to boost your sales!

At Adpearance, we're committed to delivering results you can measure. With our advanced tracking capabilities, we follow the customer journey from their first click on our ad to the moment a VIN leaves your lot. Our best-in-class technology gives you full visibility and control over your market performance, helping you capture more leads and drive sales effectively. Experience firsthand how our data-driven approach boosts your share and transforms prospects into customers.

“Adpearance supported in the sale of seven new vehicles within the first week and a half of working with them. Their campaigns have benefited my sales team and continues to do so as we continue through our flight.”

- Inna, Dealer in Northeast, October 2024, Facebook AIA + VLA + CTV

Facebook AIA

\$1.15

Cost per lead

\$54.31

Cost per Moved VIN

Vehicle Listing Ads (VLAs)

\$1.35

Cost per VDP

\$75.31

Cost per Moved VIN

Connected TV (CTV)

\$45.31

Cost per Moved VIN

Working with Adpearance



MarketAI Technology

We leverage real-time supply and demand data to dominate in today's real-time competitive market.



Human-to-Human Experience

Every client has a single point of contact, 100% focused on automotive. No ticket system.



Agile Solutions

We offer both turnkey and custom solutions to provide the level of service and detailed reporting you require.



Google Premier Partner

As a Premier Partner, we are in the top 3% of Google's advertisers in the U.S. and in close communication with a dedicated support team at Google to optimize and maximize campaign ROI for our clients.



Elevate Your Sales—Enroll Now!



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Google Partner

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