

ADVERTISING

Search – Display – Social Media – Digital TV – Online Video

Our owned and operated third-generation AI makes driving demand in localized markets easier with advertising that resonates with potential buyers at the right time. Not only does our technology make it easier to attract likely buyers, but it also helps maximize the impact of your ad budget by ensuring your ads are seen on the right websites.



Showcase your brand across the web. Ansira's established and growing network provides you with **prioritized placements** and **unmatched buying power**.

Our advertising program has proven to be an **invaluable asset** for Ansira website customers, resulting in a **28% increase** in clicks to call on average.

Make the most of your budget and **shift spend immediately** to online traffic that engages. Your budget moves across channels in real time **based on performance**.

Ansira Insights 2022

Reach

Ansira's ad platform delivers **6+ million unique ad experiences** per day, delivering more than **540 million daily impressions**.

Real-Time Optimization

147 million adjustments are made every day based on real-time shopper activity and outcomes on client websites.

ADVERTISING PACKAGE GUIDE

An unparalleled combination of technology and expert consultation, tailored to your unique business goals.

	Emerald 30% Fee	Gold \$849	Platinum \$1,699	Diamond \$2,499
Dedicated Advertising Analyst	●	●	●	●
Response Time	●	48 Hours	48 Hours	48 Hours
AI-Driven Cross-Channel Budget Optimization System	●	●	●	●
EXPERT-LED STRATEGY				
<ul style="list-style-type: none"> • Custom campaign & strategy aligning to retailer goals • Manage & pivot budget based on strategy • Proactive recommendations and adjustments based on analytics 	●	●	●	●
Strategy & Performance Calls	Monthly	Quarterly	Monthly	Monthly
Custom Campaigns	●	Turnkey OEM-Aligned	●	●
Profit Centers	New, Used, Fixed Ops	New Used	New Used	New Used
Custom Banner Ad Sets (as needed)	Up to 3/Mo	N/A	Up to 3/Mo	Up to 5/Mo
Ad-Related Custom Landing Pages	A la carte	N/A	A la carte	A la carte
Custom Creative Execution	3-5 Business Days	N/A	3-5 Business Days	3-5 Business Days
Channels Included in Above Packages				
Paid Search	●	●	●	●
Retargeting	●	●	●	●
Display	●	●	●	●
Meta Display	N/A	N/A	●	●
Video (YouTube, Facebook, Pre-Roll)	N/A	N/A	N/A	●
Pandora Streaming Audio	N/A	N/A	N/A	●
Additional Offerings				
Social Suite 25% fee Deploy targeted VIN-focused ads to local new and used car shoppers on Meta and Instagram. Includes automated inventory feed, optimized landing page and monthly performance call with dedicated analyst.	Used Vehicle Advertising \$495 Turn used inventory quickly with effective, targeted Paid Search and Retargeting for in-stock vehicles. Includes monthly performance call with dedicated analyst.	Fixed Ops Advertising \$495 (\$249 with Platinum or Diamond) Grow Fixed Ops revenue with customized Paid Search, Display and Retargeting. Includes monthly performance call with dedicated analyst.		

A LA CARTE ADVERTISING

Custom Ad Management Fee	Custom Management Fee / month Fee + Media Spend
Used Vehicle Advertising	\$495 / month Fee + Media Spend
Social Suite	25% Fee / month Fee + Media Spend
Meta Marketplace Listings (Optional Social Suite feature provided at no add'l charge)	\$0
Fixed Ops Advertising Package (without Platinum or Diamond Package)	\$495 / month Fee + Media Spend
Fixed Ops Plus-Up (with Platinum or Diamond Package)	\$249 / month Fee + Media Spend
Meta Display	\$495 / month Fee + Media Spend
Streaming Audio Advertising (Pandora)	\$495 / month Fee + Media Spend
Video Advertising	\$495 / month Fee + Media Spend
Search Advertising	\$495 / month Fee + Media Spend
Retargeting Solution	\$495 / month Fee + Media Spend
Display Solution	\$495 / month Fee + Media Spend
Retailer Request – Additional Banner Ad Set (one time)	\$149
Retailer Request – Custom landing page (monthly)	\$195 / month
Retailer Request – Single Video Broadcast Ready	\$299
Retailer Request – One Video Voice-Over Upgrade (one time)	\$149