



Guide

**Get the right vehicle  
for the right buyer  
at the right time  
with Feed Ads**



# Let's talk about inventory.

**It is constantly changing. It always needs updating and you seem to spend all your time keeping on top of it.**

## **That is the first challenge.**

The second challenge is showcasing the vehicles in your inventory and doing so without a huge advertising budget.

Having to produce digital Ad creative with the right information in it, in varying shapes and sizes is expensive. It is simply not cost effective to create an individual Ad for every single one of the vehicles in your inventory.

Even if you did, there's no guarantee the product would be still in stock once the Ad creative is published and the customer gets their eyes on it. Plus there might be a price change or new promo meaning you would have to go through all that pain again.

## **And what about your customer?**

Picture the scene. They're in market for a new vehicle. They've seen the perfect car and the perfect price on your Ad. They click through to site and unfortunately it was already the perfect car at the perfect price for someone else. It was a good deal after all.

Or what if a customer saw the right car advertised at the right price but when they clicked through to the website the price was different.

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**Your second challenge is showcasing the cars in your inventory and doing so without a huge advertising budget.**

# But that doesn't help the customer and it doesn't help you.

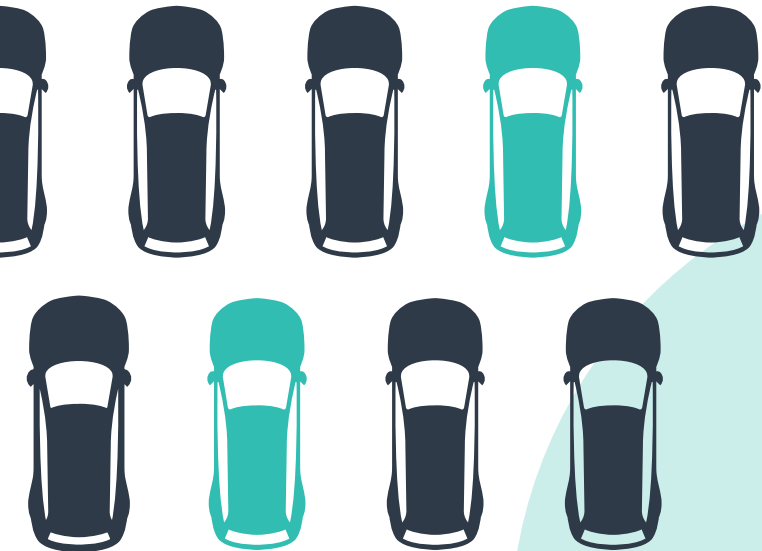
It's important to build that relationship of trust at each stage of the purchase funnel with your customers. If they had that one bad experience clicking on your Ad, they'll remember it and be unlikely to consider your next deal. Who knows if they'll ever click on one of your Ads again.

This scenario means more time for you spent creating each Ad, more money spent on individual ads, and less customer satisfaction.

It's not a workable solution for anyone looking for ROI.

But what if we told you there was a simple, cost effective way to advertise your available inventory online and guarantee what the customer sees will always be in stock.

What's more, it will also help you become more productive too.



## Benefits

Feed Ads are a simple, cost-effective way to accurately advertise your available inventory.

# The Solution – Feed Ads

Feed Ads can transform your display advertising.

They can be used in Retargeting users who have already clicked on your site, or who have previously clicked on an Ad on Auto Trader for example. They can also be used for prospecting and engaging with customers earlier on in the purchase funnel.

## So, what are they?

Feed Ads basically take information from an external source and plug it into specific elements in the ad design.

This means you can keep your messaging – whether product specific or deal specific – current without having to constantly make physical changes to your ads.

If a new vehicle is added into the inventory or a new deal is in place, this will automatically change in the Ad. It works the same way if a vehicle quickly becomes out of stock.



# The advantages of Feed Ads

## Enjoy the numerous benefits Feed Ads brings:

**Saving time** – you do not need to create multiple ads with minor product changes – all you need to do is create one ad and feed in all variables from one source.

**Automation** – changes to your pricing on any linked ads will automatically update in real time.

**Ease of use** – your ads can be built from wherever your data sits – this could be in the cloud, from your network, hard drive, or even directly from your website.

**Optimizing your ad spend** – your stock will be filtered for each of your specific audiences – this means you can show the right product to the right audience at the right time.

## And the upshot of all this?

It makes you more productive. There is no overspending on marketing and advertising budget and more importantly you have the time to concentrate on other key tasks safe in the knowledge your advertising is being looked after.

Spend more time concentrating on selling and sourcing new vehicles and when you get those new vehicles you can get them in front of your customers, quickly and easy.

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## Benefits

**A hands-off approach as Ads are automatically built from where your data sits.**

# So how does it work?

## You can create hundreds of Ad variants within minutes.

Our Feeds Ads technology for Automotive takes dynamic content from your inventory source and feeds it into your display ads. When your inventory of cars change so will the content of your Ads.

Your audience will only ever see real-time content from your data feed.

Here's our simple three-step process for how you can create your very own dynamic Feed Ads:

### Step 1

#### Connecting your Feed

Once you sign up to the Fluid Ads platform simply connect your feed source in-platform. Remember your feed can be from one of a variety of sources.

You will need to select the content from your feed, i.e. the most important content and quickly format your feed content. Both can be done quickly in-platform.

You can also define a filter to allow you to select different sets of data from a single feed. This means you can split out a single feed into different categories, such as sports cars, SUVs, hatchbacks etc.

This guarantees that your Ads will always be relevant to the requirements of your customer.



## Step 2

### Building your ads

You can build your ads through our Dynamic Ad Builder in minutes, defining the parameters and ensuring they are in the right format for your inventory, pricing and specific requirements.

## Step 3

### Getting in front of your customers

You can choose where your ads are displayed, select the type of websites where they are shown, define the geographic area to target, focus on a specific demographic or tailor them to people who have searched for specific vehicles.

This is super focused audience targeting for your digital advertising. Always ensuring that the right ad is always displayed in front of the right customer at the right time.



**It's a quick, simple and straightforward process and one that can save time and money as well as boosting productivity and generating revenue.**


And the upshot for the customer? They're always served ads targeted to them, that always contain available inventory and accurate information from a car dealership that they can trust.

# Talk to us about your digital advertising


The award winning Fluid Ads platform offers rich functionality, providing a range of ways to improve digital advertising and marketing team productivity.

Contact us today or [create your complimentary account](#) to learn how Fluid Ads can revolutionise the performance of your digital display ads.

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