

ADVERTISING

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

Drive more demand in your local market with Ansira's owned and operated advertising platform. Our third-generation AI paired with expert support and strategy delivers messaging 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.

Partner with your Ansira team on **co-op submissions**. Your Advertising Strategist can submit on your behalf or provide the information for you to DIY. Support the way you want it with the expertise you deserve.

Reach

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

Real-Time Optimization

Make the most of your budget and **shift spend immediately** to online traffic that engages. **147 million adjustments** are made every day based on real-time shopper activity and outcomes on client websites.

Artificial Intelligence

Ansira's platform leverages third-generation AI, which creates an infinite loop of action, learning, and more action resulting in 54% more leads compared to manual execution.

ADVERTISING PACKAGE GUIDE

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

	Emerald 30% of total spend	Gold \$849 + media	Platinum \$1,699 + media	Diamond \$2,499 + media
DEDICATED ADVERTISING ANALYST				
3 RD GENERATION AI-DRIVEN CROSS-CHANNEL ADVERTISING PLATFORM				
EXPERT-LED STRATEGY <ul style="list-style-type: none"> • Custom campaign & strategy aligning to dealership goals • Manage & pivot budget based on strategy • Proactive recommendations and adjustments based on analytics 				
CUSTOM CAMPAIGNS		Turnkey/OEM Aligned		
STRATEGY & PERFORMANCE CALL	Monthly	Quarterly	Monthly	Monthly
PROFIT CENTERS	New & Used Inventory Fixed Ops	New & Used Inventory	New & Used Inventory	New & Used Inventory
CHANNEL STRATEGIES INCLUDED:	<ul style="list-style-type: none"> • Paid Search (Google, Bing, Yahoo) • Display • Retargeting 	<ul style="list-style-type: none"> • Paid Search (Google, Bing, Yahoo) • Display • Retargeting 	<ul style="list-style-type: none"> • Paid Search (Google, Bing, Yahoo) • Display • Retargeting • Meta Display • Online Video (YouTube, Meta or Pre-Roll) • Streaming Audio 	<ul style="list-style-type: none"> • Paid Search (Google, Bing, Yahoo) • Display • Retargeting • Meta Display • Online Video (YouTube, Meta or Pre-Roll) • Streaming Audio
CUSTOMER 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
Additional Offerings:				
Social Suite 25% of Total Spend Deploy targeted VIN-focused ads to local new & used car shoppers on Meta and Instagram. Included automated inventory feed, optimized landing page and monthly strategy call with dedicated analyst.	Used Vehicle Advertising \$495 + Media Just want to focus on used inventory? Turn it quickly with effective, targeted Paid Search and Retargeting for in-stock vehicles. Included quarterly strategy call with dedicated analyst.		Fixed Ops Advertising \$495 + Media Grow Fixed Ops revenue with customized Paid Search, Display and Retargeting for service and parts. Includes monthly strategy call with dedicated analyst.	
Individual channels available a la carte (\$495 fee + media)	<ul style="list-style-type: none"> • Paid Search (Google, Bing, Yahoo) • Display/Search Retargeting • Retargeting • Meta Display 		<ul style="list-style-type: none"> • Online Video (YouTube, Meta, or Pre-Roll) • Streaming Audio • Behavioral Targeting • Amazon (Retargeting, Display, Video) 	