

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

	Emerald \$2,000 Min. Spend 23% Fee	Gold \$4,000 Min. Spend 23% Fee	Platinum \$7,000 Min. Spend 23% Fee	Diamond \$10,000 Min. Spend 23% Fee
Paid Search	<div></div>	<div></div>	<div></div>	<div></div>
Display	<div></div>	<div></div>	<div></div>	<div></div>
Retargeting	<div></div>	<div></div>	<div></div>	<div></div>
Performance Max	Available ala carte	<div></div>	<div></div>	<div></div>
Social Display	Available ala carte	Available ala carte	<div></div>	<div></div>
Video (OTT)	Available ala carte	Available ala carte	Available ala carte	<div></div>

Additional Offerings (\$2,000 Minimum Spend, 23% Management Fee)	
Social Suite Deploy targeted VIN-focused ads to local new & used car shoppers on Meta and Instagram. Includes automated inventory feed with integrated sales events and promotions. Ads are deployed from your account for increased engagement benefits. Differs from Social Display offering.	Streaming Audio Audio ads are programmatically inserted into podcasts, news outlets, streaming radio, audio playlists and audio books to reach customers actively listening to customized audio platforms. We use data from partners like Equifax to address customers at all levels of the sales funnel.
Custom Tactics (Off-Platform) A subscription advertising service in which retailers get their message out via a mix of strategies that may include Pmax, YouTube, Streaming Audio, Tik Tok Social, Social Suite, and other options. Strategies may align with OEM campaigns or be customized according to a dealership's unique branding.	Aftersales Advertising Grow Fixed Ops revenue with customized Paid Search, Display and Retargeting ads dedicated to promoting your service and parts offerings. Customized campaigns to fit your needs whether it's to fill your service bays, promote tire sales or compete with local service shops down the road.

Enroll with Ansira at genesiscdmp.com

Program Support: info@genesiscdmp.com

Program Hotline: (833) 711-4172