

3 TIPS FOR GETTING STARTED IN DISPLAY ADVERTISING



DIGITAL MEDIA IS CHANGING RAPIDLY.

In 2016, for the first time, advertisers will spend more on display advertising than on search engine marketing (SEM).¹

SEM remains an important part of the dealer marketing mix. Yet with search volume flat in the U.S., display has gained ground thanks to improved targeting technology and better low-funnel advertising opportunities.

How can you stay ahead of the curve and win with display?

¹ eMarketer, Jan. 2016



TIP 1: FIND THE RIGHT PARTNERS

Where you place your display ads is a major consideration. Placements determine how many people see your ads (a metric known as impressions) and how many clicks your ads receive. Partnering with auto-specific websites will result in fewer impressions than if your ads appear across the web.

However, visitors to auto sites are much more likely to be in the market for a car than typical internet users – meaning they’ll also be more inclined to click on ads from dealers. We recommend a balanced placement strategy that includes both ads on auto-specific sites and remarketing to shoppers elsewhere on the web.



5x

After seeing a dealership’s online ads, shoppers are 5x more likely to visit that dealership instead of its competitors²

2 CarGurus case study, Jun. 2016



TIP 2: FOCUS ON DESIGN

In contrast to text-heavy search ads, display ads typically include colors and visuals. These design elements can help attract attention and drive clicks. Yet they also require advertisers to think more closely about how their ads look.

Well-designed display ads feature high-quality, unmodified images. We recommend featuring real inventory photos in your ads – it’s part of being transparent about what you’re selling. Another good design principle is clear, compelling ad copy.

And keep it short: Dealers using the CarGurus display ad template see higher click-through rates when their ads include 70 or fewer text characters.

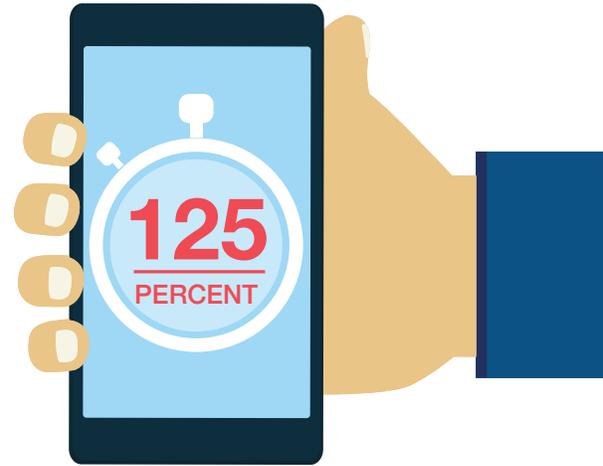




TIP 3: OPTIMIZE FOR CONVERSIONS

The copy in your ads should be concise, yet sales-focused. Seek to drive clicks with either strong calls to action or specific details around pricing and vehicle features. Focus on the links in your ads, too. Rather than sending shoppers to your website homepage, consider pointing your ads to a specials page or your new or used inventory.

Metrics matter with display ads, and you should be tracking how well your ads drive both awareness and sales. To gauge awareness, compare your impression and click totals to industry benchmarks. To identify sales impact, measure how many leads your ads produce. Ultimately, good advertising influences clicks and sales actions. Your ad creative and website should work together to make this happen.



Display ads drive more engagement. Shoppers who reach a website from a display ad spend 125% more time on that site than shoppers who had reached the site from a search ad³

3 CarGurus case study, Jun. 2016

ABOUT CARGURUS

CarGurus helps car shoppers search local car listings and find great deals from great dealers. Founded in 2007, we're now the largest and fastest growing auto-shopping website in the U.S. by daily visitor traffic. More than 20 million unique users visit our desktop and mobile sites every month.

To learn how CarGurus can help you reach the digital car shopper, please call [\(855\) 346-9176](tel:8553469176) or visit <https://www.cargurus.com/signup/WhitepaperDisplaySuccess>

