



INVENTORY MARKETING

Dynamic ads and keywords that automatically update to reflect your inventory

In 2009, Demand Local developed proprietary technology to connect SEM campaigns to your vehicle inventory feed, enabling you to deliver ultra-targeted and waste-free search campaigns that only advertise the vehicles you have in stock.

We allow you to customize campaigns to focus on specific criteria-based segments to drive auto shoppers directly to your VDPs.

SEGMENT INVENTORY TO CUSTOMIZE CAMPAIGNS

PRICE RANGE	MAKE, MODEL, YEAR	MILEAGE	DAYS ON LOT	VIN & STOCK NUMBER
-------------	-------------------	---------	-------------	--------------------



THE DEMAND LOCAL DIFFERENCE



UNIQUE TO YOUR LIVE INVENTORY

Daily inventory feed generates thousands of keywords and ad text specific to your actual inventory



90% NEW & UNIQUE VISITS

Reach a completely new audience searching for your in-stock inventory; capitalize on off-brand searches



FOCUS ON INVENTORY

Maximize your higher margin inventory or control volume by customizing focus



PERFORMANCE & TRACKING

Track results by search engine, keyword and dealer stock numbers

SUCCESS STORIES



NEW CAR INVENTORY MARKETING CAMPAIGN

ADVERTISED 450 NEW KIA VEHICLES

JAN. 1 – APR. 30, 2015

246
CARS SOLD

77
PHONE CALLS



NEW KIA, USED CAR, AND INVENTORY MARKETING CAMPAIGNS

JAN. 1 – APR. 30, 2015

302
PHONE CALLS

44
EMAIL LEADS