



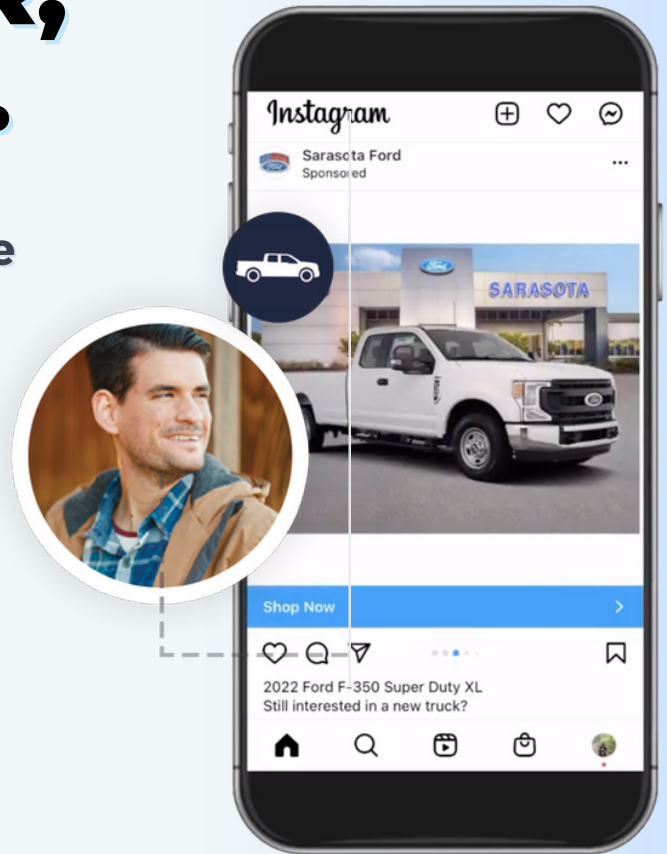
FACEBOOK INVENTORY ADS

STATE of
AUTOMOTIVE

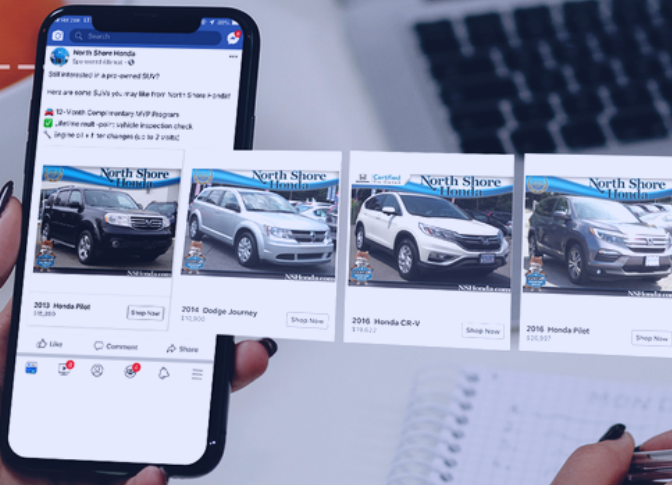
RIGHT SHOPPER, RIGHT VEHICLE.

Facebook inventory ads are real-time vehicle ads delivered on today's largest social platforms.

- ✓ Deliver your on-the-ground New + Used inventory to ideal customers at the right stage in their buyer journey.
- ✓ Drive shopper traffic to your website or keep them on Facebook for a seamless experience.
- ✓ Retarget on Facebook and Instagram with exact and similar vehicles viewed.



Your SUVs delivered
to SUV shoppers



FEATURES YOU'LL LOVE



SMART VEHICLE MATCHING

Relevant vehicles in your inventory catalog are automatically surfaced to local in-market shoppers across Facebook & Instagram.



ON-FACEBOOK VDPs

Try a On-Facebook destination to mitigate shopper friction by keeping users where they are already browsing.



VIN-SPECIFIC LEADS TO CRM

Capture leads on specific VINs from low-funnel shoppers, and drive them right to your CRM.

Brought to you by:

dealers  united

 buyerbridge