



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.



GM ADVERTISING PACKAGE GUIDE

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



	GM Basic 25% of Total Spend \$1,000 minimum	GM Plus 25% of Total Spend \$4,000 minimum	GM Premier 25% of Total Spend \$8,000 minimum
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	●	●	●
STRATEGY & PERFORMANCE CALL	Monthly	Monthly	Monthly
PROFIT CENTERS	New & Used Inventory Fixed Ops	New & Used Inventory Fixed Ops	New & Used Inventory Fixed Ops
CHANNEL STRATEGIES INCLUDED:	<ul style="list-style-type: none"> • Paid Search (<i>Google, Bing, Yahoo</i>) • Display • Retargeting 	<ul style="list-style-type: none"> • Paid Search (<i>Google, Bing, Yahoo</i>) • Display • Retargeting • Meta Advertising 	<ul style="list-style-type: none"> • Paid Search (<i>Google, Bing, Yahoo</i>) • Display • Retargeting • Meta Advertising • Online Video (<i>YouTube, Meta, or Pre-Roll</i>) • Streaming Audio
CREATIVE	Customizable, OEM Provided, Dealer Provided	Custom (3/mo), Customizable, OEM Provided, Dealer Provided	Custom (5/mo), Customizable, OEM Provided, Dealer Provided

Additional Offerings:

GM 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.
GM Video 30% of Total Spend	Nothing beats the visual storytelling power of video. Showcase your dealership, inventory and offerings across key online video platforms such as YouTube, Meta video, and the Ansira Pre-Roll network.
GM Commercial Advertising 25% of Total Spend Bills to Commercial IMR	Bills to Commercial IMR. Reach in-market commercial vehicle shoppers with cross-channel paid search, add display to introduce your brand to new buyers, and implement dynamic inventory retargeting to recapture website visitors. Round out your strategy by deploying dynamic, commercial VIN-specific, Social Suite Automated Inventory Ads (AIA) across Meta and Instagram. Ads are optimized for Meta and Instagram with a daily automated inventory feed and optimized landing pages.
GM Premier Fixed Ops 25% of Total Spend Bills to Parts iMR	Use your Parts iMR fund to stretch your advertising dollars further with search, display and retargeting dedicated to your service, parts and collision center. Take advantage of customized ad copy and creative to showcase your business, promote your offers and attract more customers.