

Ensures your presence on premium websites

## Maximum Online Brand Awareness for Your Dealership

Display Advertising Keeps Your Business Top of Mind

[www.midealersolutions.com](http://www.midealersolutions.com)

### INSIGHT

Consumers are spending over 50% of their media time surfing popular news, entertainment and lifestyle sites on the web. So why aren't you advertising where your audience is looking?

miDisplay is an online display advertising solution that builds brand awareness where consumers are most likely to see it: on the Internet. Using advanced targeting techniques, we put your message in front of local consumers surfing popular websites. And, miDisplay can lift your miSearch results by up to 22%. That means more consumers will remember you when they are ready to buy.

### WHAT WE DO

#### Build Your Brand

We increase your brand awareness by choosing the right mix of online media for your business objectives. Then we place your display ad on our network of premium websites, which reaches an estimated 90% of the U.S. online audience. We optimize your budget by showing ads only in your local region and to targeted consumers.

#### Retarget to Recapture Interest

We boost your campaign with retargeting, a powerful technology that remembers consumers who visit your website and then displays your ad on other media sites they visit. We also use this capability in conjunction with emails that we send on your behalf to consumers or searches that consumers make that are relevant to your business. This technique creates top-of-mind awareness for your brand and helps bring consumers back to your site.

#### Track and Optimize

We track your campaign and provide online reports (available 24/7) that show you details on the impressions, website visits and more that you get from your ad. We then optimize your campaign by dynamically steering your budget to those sites that are the most cost-effective in bringing people to your website.

### Your reach, multiplied

You Want	With miDisplay you get
<ul style="list-style-type: none"> <li>To cost-effectively increase brand awareness where consumers are spending most of their time</li> <li>To drive demonstrable results from online advertising: more website visits; more calls; more in-store traffic</li> <li>To create consumer affinity for your brand over time</li> </ul>	<ul style="list-style-type: none"> <li>An extensive network of websites that reach 90% of the U.S. online audience</li> <li>Advanced retargeting capabilities: Search; Website and Email</li> <li>Robust reporting that demonstrates ROI for your budget</li> <li>Banner ad creative and service from a Minacs marketing consultant backed by a team of digital marketing experts</li> </ul>

**miDisplay**

Write to [sales@midealersolutions.com](mailto:sales@midealersolutions.com) or call us at **1.866.575.8731** for more information or to meet with a miDealer Solutions Marketing Consultant.



Minacs Marketing Solutions