

## **PureCars Launches Dynamic Automotive Ads for Video**

*New SmartAdvertising® product helps dealers reach in-market car shoppers with engaging video content*

Charleston, S.C. ([PRWEB](#)) March 30, 2016 -- [PureCars](#), a leading advertising technology company for the automotive industry, today released its new SmartAdvertising Video product. The video retargeting capabilities are an extension of the company's SmartAdvertising platform, the only solution built specifically for the automotive industry.

PureCars' SmartAdvertising Video encompasses brand and model-level pre-roll online video ads. Leveraging PureCars' extensive data library, SmartAdvertising will serve ads to in-market buyers based on online behavior, third-party data and geographic information. Dealerships only pay when someone chooses to watch their ads, ensuring their advertising budgets are always well spent.

“With the number of consumers engaging with online video, extending our platform's offerings was crucial,” said Jeremy Anspach, CEO of PureCars. “Video research has increased 20 times in the last four years, and more than half of consumers watch at least 30 minutes of video daily. When dealerships do not target qualified consumers on video, they miss an opportunity to generate brand awareness and engage those viewers before purchase.”

SmartAdvertising Video comes as an effort to help dealers and auto service providers better reach car shoppers across all relevant channels. Earlier this year, PureCars launched [SmartAdvertising Social](#), which allows dealers to serve VIN-level ads directly into Facebook users' News Feeds. As a whole, PureCars' SmartAdvertising products allow dealers to optimize their ad spend with hyper-relevant, highly targeted ads across all possible touchpoints.

“Video ads are routinely criticized for being irrelevant and bothersome to the user, but PureCars' ads are different,” said Anspach. “Currently, 43 percent of car shoppers learn more about vehicles they hadn't considered through online video. When reaching these car shoppers, dealers must ensure that ads are personalized to each shopper's preferences to turn that shopper into a buyer. PureCars' SmartAdvertising Video can provide the level of detail necessary for conversion.”

Founded in 2007, PureCars is the leading digital advertising platform for the automotive industry and is used by thousands of dealers, dealer groups, Local Marketing Associations and agencies across the country. Ranked for two consecutive years on the Inc. 500|5000, PureCars is also one of the fast-growing companies in South Carolina, previously raised \$10 million in funding and was recently acquired by Raycom Media for \$125 million.

SmartAdvertising Video is now available to all PureCars customers. To sign up for a demo, click [here](#).

### About PureCars

Technology drives us. Armed with automotive's most extensive data library, PureCars offers search, pay-per-click, site and display retargeting and advertising to help dealerships reach the right consumer with the right vehicle at the right time. As a Google Premier SMB Partner, our award-winning technology is flawlessly



designed to drive high probability buyers to a dealer's site, optimize traffic once on their site, and convert those customers in the showroom. To learn more about PureCars, visit [www.purecars.com](http://www.purecars.com).



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).