

## PureCars' SmartAdvertising Wins Automotive Website Award

*Automotive digital advertising platform wins in Marketing Solutions category*

CHARLESTON, S.C. ([PRWEB](#)) April 11, 2016 -- April 11, 2016 – [PureCars](#), provider of the leading digital advertising platform for the automotive industry, announced today it has won a 2016 [Automotive Website Award](#) (AWA) in the Marketing Solutions category for its SmartAdvertising solution.

Winning products in the AWA Marketing Solutions category are designed to help dealers sell more cars in a digital age and help dealers reach in-market shoppers. PureCars' SmartAdvertising platform dominates advertising across all screens, including search, display, social and video, to serve relevant content to low-funnel car buyers across every touchpoint. Within SmartAdvertising, the [Inventory Targeting](#) feature allows dealers to allocate ad spend based on current inventory by putting more dollars towards vehicles that need a boost so dealers do not waste dollars on high-demand vehicles.

“Our SmartAdvertising platform has made a real impact on dealers, and we're honored to have been recognized for our efforts by the Automotive Website Awards,” said Jeremy Anspach, CEO of PureCars. “Our mission is to help dealers connect with in-market car shoppers using new technology that better targets them in all the right places and at the right time. Advertising is expensive, and we want to ensure dealers they're spending their valuable marketing dollars effectively.”

In 2016, PureCars added two products to its SmartAdvertising platform: social and video. SmartAdvertising Social is the only solution in the market that allows automotive dealers to serve dynamic, VIN-level retargeting ads on search and display networks. Leveraging PureCars' extensive data library, SmartAdvertising Video serves brand- and model-level pre-roll online video ads to in-market buyers based on online behavior, third-party data and geographic information.

“Just as we've added social and video components to our platform, PureCars will continue to offer new products based on dealer and consumer demand,” said Anspach. “As consumers' needs change, dealers' marketing strategies must change, too. Striking a balance between traditional and digital marketing is crucial to reach the modern car buyer.”

Founded in 2007, PureCars' line of automotive solutions that include SmartAdvertising, Value Intelligence™, Trade-In Report™, and Showroom & BDC App, are used by thousands of dealers, dealer groups, OEM brands and ad agencies across North America. Ranked for two consecutive years on the Inc. 500|5000, PureCars is also one of the fastest-growing companies based in South Carolina. It was recently acquired by Raycom Media for \$125 million in an effort to bridge the gap between digital and traditional advertising in the automotive industry.

Complete results of Automotive Website Awards can be found at <http://www.awa.autos>.

### 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.

#### About Automotive Website Awards

The Automotive Website Awards are given annually by PCG Consulting and recognize innovative automotive marketing website platforms, CRMs and other tools that help dealers achieve greater success. Vendors submit their newest products to PCG to be recognized for their design, technology and usability, with the best in show being awarded in a ceremony and the Automotive Website Awards Report and Buyers Guide.

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).