

“By eliminating ad spend on out-of-stock items and automatically promoting on-sale products, **ADSHIFT** has significantly increased the ROI of our campaigns.”

Joe, Ecommerce Director

**ADSHIFT** eliminates inefficiencies in automotive digital advertising by automatically reallocating ad spend to the most profitable models based on current inventory available.

With **ADSHIFT**'s technology, digital ads dynamically respond to changes in the available vehicles on the lot, the lowest priced models and discount rates.

By integrating this crucial business data into digital advertising campaigns, **ADSHIFT** delivers the most targeted, relevant and up-to-date ads driving both cost savings and increased revenue for auto dealers.



Optimize ads based on current local weather conditions



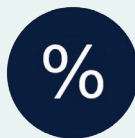
Activate or pause ads based on the availability of vehicles on the lot by model



Current model price dynamically shown in ads



Show number of available vehicles on the lot in ads



Display current model discount rate in ads



Optimize keyword bidding based on current vehicle inventory levels

TAILORED STRATEGIES SUPPORTED ACROSS THE FOLLOWING CHANNELS:

