



OPTIMUM DEALERS®

by The Micc Group

Hyper targeted inventory Based
Carousel Ads delivering local, in-market
buyers to your Vehicle Detail Pages.



What we provide: Conquest Advertising

Hyper targeted, low-funnel, in-market traffic to your dealers' Vehicle Detail Pages (VDPs) via Facebook for ½ the cost of Google.

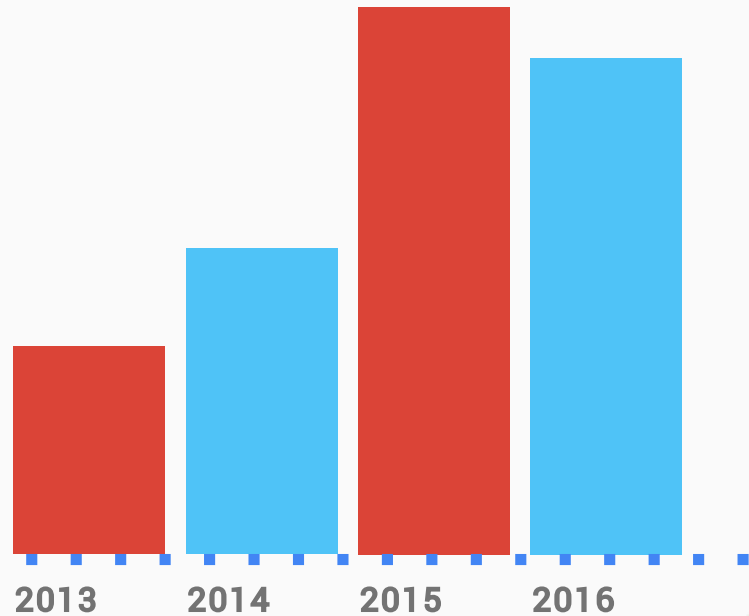


The problem: Google AdWords are too Expensive

Google's AdWords works to sell cars. Everyone in the car business knows this now, including your clients' competitors.

That fact has driven average costs steadily up over time as competition has increased, with Dealer.com *now reporting an average cost per click for dealers of \$3.24**

■ March 2017 average



The Solution

Optimum Dealer© is an artificially-intelligent tool to create, place, & hyper-target ads, as well as optimize budget allocation to maximize Return on Ad Spend (ROAS) without the need for human intervention.



**Automatically
Creates and Places
Targeted Ads**
from current inventory



**Manages the
Budget**
across ad sets



Frees staff
to focus on what matters



The technology:

Optimum Dealers© secret is an artificially intelligent program which takes a dealership's live inventory every day and matches it to Facebook users who are within 12 weeks of buying that body style of vehicle, based on digital behaviors. It creates ads **and** writes compelling copy, completely by itself, while matching vehicle styles with correlated buyer personas to minimize waste.

It also optimizes budget allocation on an ongoing basis, without the need for human management, maximizing Return on Ad Spend (ROAS) at all times.

Kelly Subaru
Sponsored · 🌐

Need a new Full-size sedan? Check out these great deals on Kelly Subaru now!

	
2015 Legacy with 108,048 miles \$12,790	2014 L 66,178 \$14,950

[Learn More](#)



Optimum Dealer Data Flow

1: Dealer Website Index

Robot goes to the dealer website daily and pulls all inventory content to Azure cloud.

2: THE MICC GROUP Listing Optimizer

Picks inventory order based on internal logic based on elements like colors and model variety within a body style group.

3: Listing Engine

Categorizes inventory into 14 potential ads types based on available inventory. Creates text based on behavioral call to actions. Adds agency UTMs to URL.

4: Update/Review Bot

System reviews inventory daily and compares against active ads and updates/creates automatically.

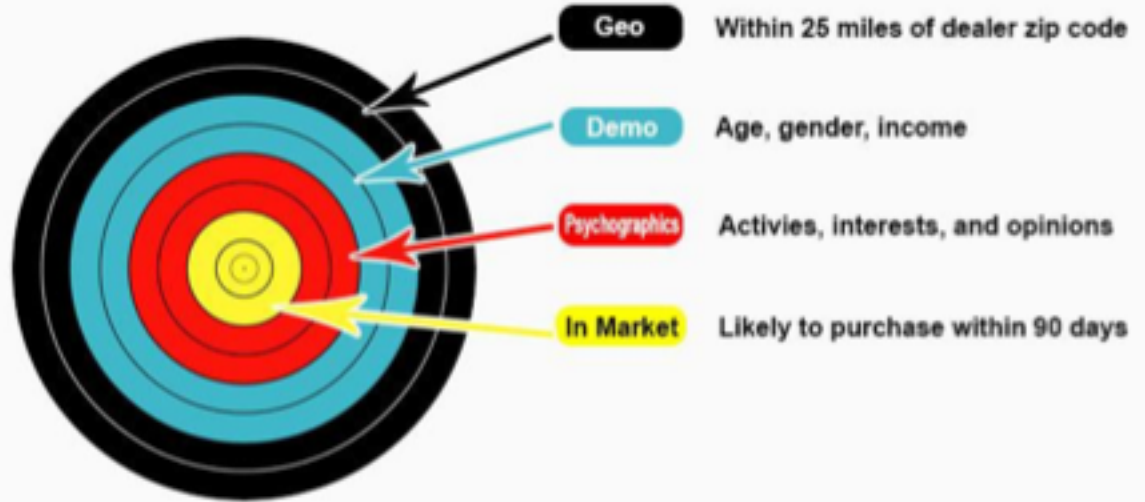
5: Spend Optimization

System reviews the ads and shifts ad dollars to the best performing ads to create industry best ROI.



Targeted Advertising

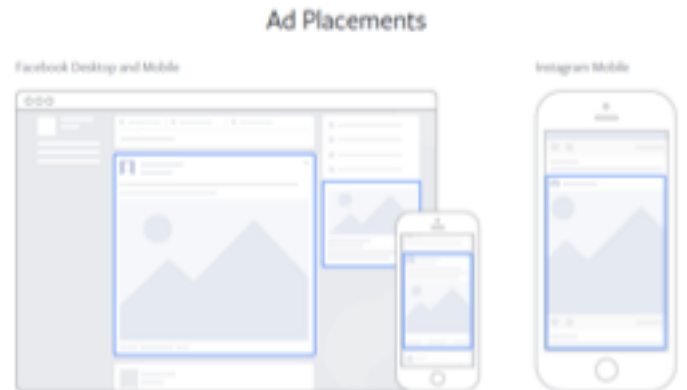
Optimum Dealer® marries a daily feed of dealer inventory with dynamic ads to create targeted ads to in-market buyers. We use our own data and third-party databases showing buyer intent.



Where do these ads go? What do they look like?

The ads are created out of five separate elements, all created and customized automatically by our program.

Ads are placed within Facebook and Instagram apps, on the Facebook website, and on many other partner sites and apps including games.



Our Competitive Advantage



Spend management

Proprietary tool optimizes and load balances spend based on best performing ads.



Optimized Inventory Display

Determines best inventory to display.



Ad Copy Logic

Changes copy based on type of car and interests of use to increase call to action.



Platform Agnostic

Framework is built to support multiple social/web platforms (like Google, Instagram, etc)

