

Kick Start Your Used Car Sales Post Lockdown with **Auto-Ads™**

What is it?

The Key Principles **Auto-Ads™** system enables targeted advertising, based on your used car stock, for search campaigns on Google and Bing, as well as Social campaigns on Facebook and Instagram. With automation of your advertising, and adverts produced dynamically based on your car stock, **Auto-Ads™** provides an exceptional return on investment.

Available for search and social, and even Bing Shopping if you have an e-commerce website.

Auto-Ads™ Search

Auto-Ads™ Search promotes your used car stock to those searching for the exact cars you are selling; driving potential customers who are ready to buy, to the most relevant cars on your website.

Car buyers who search for the make, model, colour, transmission and year on Google, Bing and Yahoo! are more likely to buy.

Auto-Ads™ ensures that if you have the car they are looking for, your advert will appear with the advert personalised to their search.



used red volvo v90



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About 3,030,000 results (0.43 seconds)

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Why use it?

The **Auto-Ads™ Search** system delivers:

- **Low cost, top quality enquiries for your used cars**
- **Targeted visitors to your website that are ready to buy making sales easier and faster**
- **Tailored adverts dynamically updated as you make changes to your website**
- **Advertising the cars you have in stock to car buyers in your area**
- **Only pay for visitors to your website; running on Google, Bing and Yahoo, you only pay when your potential customer clicks and visits your website**

What investment is required?

Advertising Investment

- **Google Ads** – recommended budget from **£450** per month / **£15** per day
- **Microsoft Advertising** (Bing and Yahoo) – recommended budget from **£150** per month / **£5** per day

Recommended budgets with Google and Bing will vary depending on your used car stock levels. You pay Google and Microsoft Advertising directly for your advertising spend so you know exactly what your costs are with each channel.

Investment with Key Principles

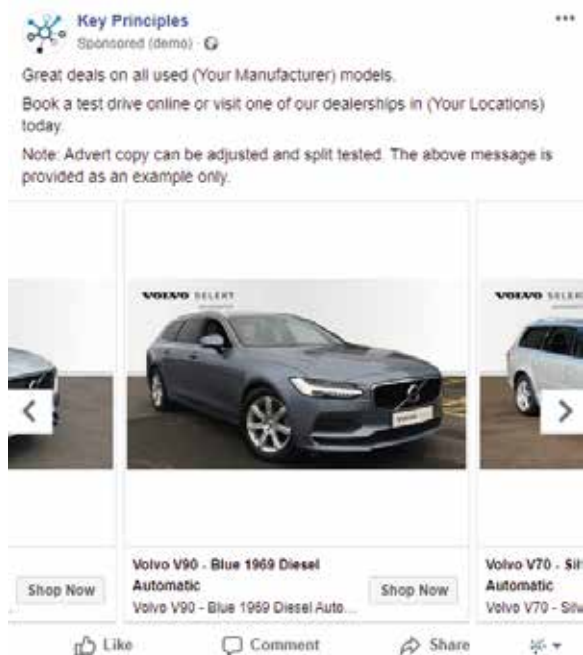
Auto-Ads™ Search has a setup fee of **£700**
Ongoing management **£150** per month

What Return on Investment can I expect?

Auto-Ads™ is currently generating leads on Google for as little as **£30** per enquiry

Auto-Ads™ Social

Auto-Ads™ Social promotes your used car stock on Facebook and Instagram and can target previous website visitors, as well as reach out to new in-market car buyers. Just like **Auto-Ads™ Search** adverts are dynamically generated based on your used car stock.



Why use it?

The **Auto-Ads™ Social** system delivers:

- **Low cost, quality enquiries for your used cars**
- **Tailored retargeting showing the user the car they viewed on your website and reminding them to come back**
- **Adverts targeted to new in-market audiences promoting your cars as well as increasing brand awareness in your area**
- **Dynamically updated adverts based on the cars you have in stock in a range of formats**
- **Advertising of the cars you have in stock to local car buyers**

What investment is required?

Advertising Investment

- **Facebook** – recommended budget from **£400 per month / £14 per day**

Recommended budget for Facebook and Instagram will vary depending on your used car stock levels. You pay Facebook and Instagram directly for your advertising spend so you know exactly what your costs are with this channel.

Investment with Key Principles

Auto-Ads™ Social has a setup fee of **£600**
Ongoing management **£150 per month**

What Return on Investment can I expect?

Auto-Ads™ Social is currently generating leads on Facebook and Instagram for as little as **£13** per enquiry (and that doesn't include phone call enquiries)

Want to go ALL IN?

Run Auto-Ads™ Search and Auto-Ads™ Social together and the investment with Key Principles will be:

Setup fee of **£900**

Ongoing management **£200 per month.**

Whether your choice **Auto-Ads™ Search** or **Auto-Ads™ Social** or both, you can be assured of the very best tracking of results, with online enquiries accurately tracked.

We recommend call tracking to enable full tracking of all enquiries and this is available from as little as £120 per month with Key Principles.

24/7 reporting enables you to clearly see where enquiries are coming from each day, as well as enable you to see results for the week, month, quarter or year.

The Key Principles ROI Calculator enables us to provide effective return on investment tracking.

Used car stock advertising on steroids – across channels like Google, Bing, Yahoo, Facebook, Instagram and more – and with a proven return on investment.

For more details and to start your three-month trial contact Key Principles today.



automotive

+44 (0)115 880 0211

team@keyprinciples.co.uk www.keyprinciples.co.uk