



Automotive Lead Company, Cars Digital Inc., Launches Auto PPC Division for Search, Display, Mobile, Remarketing

Automotive specific ad agency announces roll-out of pay-per-click ad services department; will provide auto dealers with search, display, and video ads.

COMMACK, NEW YORK, UNITED STATES, January 17, 2018

/EINPresswire.com/ -- Today, Cars Digital Inc., a Commack NY based ad agency formed specifically for the automotive vertical, has announced the launch of its

new [pay-per-click services division](#), an innovating new department that will focus primarily on aggressive marketing strategies for automotive dealers looking to dominate search engines and reach new consumers through geography and interest based targeting including geo-fencing.

“

Pay-per-click (PPC) is an internet advertising model which some dealers may not be taking advantage of yet - and they should be.”

John Colascione

“Pay-per-click (PPC) is an internet advertising model which some dealers may not be taking advantage of yet - and they should be. Search engines allow businesses to [purchase keyword phrases relevant](#) to their target market. This allows dealers to appear at the top of search engines for vehicle make and model searches. This is critical real estate today” said John Colascione, CEO. “But PPC doesn't stop there. Display networks are also an avenue dealers need to explore as they who can display their message, in the form of ads of course, on over two million websites and in over 650,000

apps. Dealers are not taking advantage of these digital ad networks are behind the times, severally.” Colascione added.

“With millions of websites, news pages, blogs, and services like Gmail and YouTube, these Networks reach 90% of Internet users worldwide. With specialized options for targeting, keywords, demographics, and re-marketing technology, dealers can reach more customers by encouraging them to notice their brand and today, it's all about being noticed. This new service will allow our dealer customers to take advantage of these vast networks to reach consumers at the exact time they're searching for what they want” Colascione added.

About Cars Digital Inc.,

Cars Digital Inc., is a automotive subsidiary company of Long Island Media Inc., a certified CDK Global Partner, registered BBB Company and [Google Certified Agency](#). The mission of Cars Digital is to develop proprietary tools and software which help used automotive dealers connect with local

CARS DIGITAL INC.
AUTOMOTIVE ADVERTISING
1-888-282-9198

Discover a service for car dealers that converts shoppers to buyers.

shoppers through strategic digital advertising.

For more information on Cars Digital Inc. please visit <http://www.carsdigital.com>

John Colascione
Long Island Media Inc.
6314064410
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.