



Auto Lead Service, Cars Digital Inc., Launches GEO-Fencing Automotive Division

Automotive vertical specific ad agency announces national roll-out of GEO-fencing services department; provides auto dealers with geographic targeted marketing.

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/EINPresswire.com/ -- Today, Cars Digital Inc., a Long Island New York based ad agency formed specifically for the automotive vertical, has announced the launch of its new GEO-fencing division, an innovating new department that will focus primarily on marketing strategies for automotive dealers looking to reach consumers through [geographic targeted marketing](#).

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



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John Colascione

“GEO-fencing is an advertising model which dealers should be taking advantage of as these technologies allow dealerships to deploy targeted marketing campaigns based on user device type and geographic location. This allows dealers to show relevant deals and specials on over two million websites and in over 650,000 apps. Dealers who are not taking advantage of GEO-fencing ad technologies are falling behind the times” said John Colascione, CEO.

A geo-fence is a virtual perimeter for a real-world geographic area. A geo-fence could be dynamically generated, as in a

radius around a location, or a geo-fence can be a predefined set of boundaries around a city or county. One example of usage involves a mobile device entering a geo-fence area which would trigger an advertisement to the device's user letting them know how close they are to a particular special priced deal. The terms "geo-fencing" and "geo targeting" are often used interchangeably, however, there is a difference. Geo-fencing delivers ads to everyone entering a specific area. Geo targeting delivers ads only to certain individuals who meet specific criteria when they enter a fenced area.

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 shoppers through strategic digital advertising.

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

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