

VDP DRIVER

One Car. One Ad. One Buyer.

THE RAM GROUP
MARKETING • CONSULTANCY

A fully turnkey, AI-powered inventory advertising solution that prioritizes the right vehicles, targets the right shoppers, drives them to high-converting VDP pages, and retargets shoppers who show intent.

\$1,500 / MONTH

PLUS MEDIA SPEND

Month-to-Month | No Setup Fee | Fully Turnkey

WHY VDP DRIVER?

AI-POWERED INVENTORY PRIORITIZATION

Our proprietary AI-powered algorithm prioritizes your inventory feed to focus media on vehicles that need additional exposure, helping eliminate wasted spend.

TARGET THE RIGHT SHOPPERS

Advanced ZIP code, model, and competitive targeting uses market data refreshed every **7 days** to put specific vehicles in front of the right shoppers.

CONVERT MORE TRAFFIC

VDP Driver creates dynamic VDP pages designed specifically for conversion, helping turn the traffic you're already paying for into leads.

RETARGET HIGH-INTENT SHOPPERS

Shoppers who visit your VDPs can be retargeted across digital channels, keeping your inventory in front of people who have demonstrated intent.

AI-DRIVEN BUDGET OPTIMIZATION

AI-assisted optimization evaluates inventory priorities, audience opportunity, and campaign performance to help allocate media where it can have the greatest impact.

EVERYTHING IS INCLUDED

Monthly Management	\$1,500
Media Spend	Chosen budget
Fully Turnkey Management	✓
Inventory Feed Integration	✓
AI-Powered Inventory Prioritization	✓
VIN-Specific Advertising	✓
Dynamic High-Converting VDP Pages	✓
Meta Advertising	✓
Google Vehicle Ads	✓
TikTok Advertising	✓
Snapchat Advertising	✓
Advanced ZIP Code Targeting	✓
Model-Level Targeting	✓
Competitive Targeting	✓
Market Data Refreshed Every 7 Days	✓
AI-Assisted Cross-Platform Budget Optimization	✓
VDP Shopper Retargeting	✓
Audience & Pixel Management	✓
Campaign Management & Optimization	✓
GA4 Tracking	✓
DMS Sold-Unit Matchback	✓
Performance Reporting	✓
Month-to-Month	✓
Setup Fee	\$0

Media is dynamically allocated across eligible channels based on inventory priorities, audience opportunity, market conditions, and performance. Not every channel will necessarily be active at all times.

WANT TO SCALE?

NO OPTIMIZATION FEE ON THE FIRST \$3,500

A 10% optimization fee applies only to monthly media spend above \$3,500, in addition to your media budget. Your full media budget goes to advertising.

YOU PROVIDE THE INVENTORY. AI + OUR TEAM HANDLE THE REST.

Actual results vary by dealership, inventory, market, traffic source, and other factors.

Drastically Different. Ridiculously Successful.

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