



NISSAN DEALER DIGITAL PROGRAM

Digital Advertising Program Benefits

Drive More Qualified Shoppers to your Dealership

Whether your goal is increasing visibility, generating leads, or promoting inventory, our approved digital advertising partners offer customized solutions to engage shoppers throughout the purchase journey.

What our partners offer:

- Paid Search, Social Media, Display and Video Advertising
- Audience Targeting and In-Market Shopper Identification
- Inventory Marketing and Dynamic Advertising
- Campaign Performance Optimization
- Full-Funnel Shopper Engagement Strategies
- Advertising Across Leading Platforms, Including Google, Meta, Amazon, and More



KEY ADVANTAGES REACH. ENGAGE. CONVERT.



- Reach the right shoppers at the right time
- Leverage data-driven targeting and optimization
- Engage customers throughout the purchase journey
- Drive measurable advertising results

Full-Suite

Offering both website and advertising solutions for a seamless, integrated experience:

CatalystIQ | Dealer.com | Dealer eProcess | Dealer Inspire | DealerOn | Team Velocity

Core Partners

Focused on consistent, performance-driven campaigns across core digital channels:

PureCars | Force Marketing | Fullpath | Stream | DAS Technology | Sokal | L2TMedia | Strong Automotive

Specialized Solutions

Specialized tools, niche channels, or innovative strategies that enhance and differentiate your marketing efforts:

Clover | LotLinX

Enrollment Benefits

Exclusive Launch Offerings*

Gain access to limited-time promotional pricing from our preferred vendors.

Unified T1-T3 Strategy

Cohesive Tier 1 to Tier 3 strategy ensuring consistent, aligned messaging across all channels.

Performance Benchmarking

Stay competitive through performance insights and provider scorecards designed to drive transparency and continuous improvement.

Customized Recommendations

Preferred vendors analyze campaign data to provide tailored recommendations, enhancing performance.

Nissan Brand Alignment

Preferred vendors are granted access to Nissan assets to ensure all content adheres to brand guidelines.

Virtual Dealer Support

A dedicated support team provides ongoing assistance and ensures compliance with Nissan standards.

Streamlined Operations

Simplify setup and management through turnkey digital enrollment and consolidated billing.

*See partner for details; offers may vary and are subject to change.