



Dealer.com  
by Cox Automotive

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F L U E N C Y

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# Driving Performance

AT SCALE FOR  
THE AUTO INDUSTRY'S  
LARGEST AGENCY

## SITUATION:

### — An industry leader seeking to stay at the cutting edge of innovation and performance.

Dealer.com, a Cox Automotive brand, is the largest digital marketing provider in the automotive vertical. With a platform servicing over 10,000 dealerships in the U.S., it is also the top digital advertising agency in automotive, with over 3,000 active advertisers.

Through its integrations with other Cox Automotive properties – which together span the entire automotive consumer lifecycle (from shopping to purchase, financing, and service) – Dealer.com leverages richer and higher quality automotive shopper data than any other entity in the automotive space, which it deploys through its DriveQ advertising solutions.

#### Dealer.com services:

# 10K+

Dealerships  
in the U.S.

# 3K+

Active  
advertisers



“  
**Dealer.com delivers solutions for over 3,000 customers and we do it backed by the best dataset in the industry—the key is putting it to use in a way that drives client outcomes which is why the partnership with Fluency has become absolutely critical.**

”

HEATHER ELLIS,  
AVP DEALER MARKETING OPERATIONS



## KEY CHALLENGE:

### -- **Driving customized, data-driven campaigns at scale**

Prior to partnering with Fluency, Dealer.com's scale and access to shopper data presented both a competitive opportunity and a distinct set of challenges.

As a category leader, the brand sought to harness consumer data and insight at the local level for thousands of individual accounts, manage a growing variety of campaign types, and deliver "white glove" service and strategic guidance to a wide range of clients nationwide. **Its existing operational solutions and ad tech had been resource-intensive to build, and lacked the flexibility and automation it needed to meet these goals.** Ultimately, Dealer.com turned to Fluency for a solution.

## SOLUTION:

# Flexible automation and comprehensive partnership

In implementing the Fluency platform, the Dealer.com and Fluency team focused on several key objectives to drive the launch speed, customizations, and scale which had previously been impossible without automation.

### **Implementation, change management, and ongoing support.**

To keep up with the pace of change in the industry, continue to innovate its proprietary advertising products, and incorporate new advertising formats on behalf of its clients, Dealer.com required a partnership that functioned as an extension of its technical and operational teams. Fluency collaborated with Dealer.com on an implementation, training, and change management program to ensure initial success, and built an enterprise-level support team that integrated seamlessly into Dealer.com's operations.

### **Budget automation and management**

Prior to Fluency, the advertising team at Dealer.com had to manually handle advertising budgets for complex accounts – a process that became exceptionally difficult to manually manage. Fluency's solution allows Dealer.com's team to automate budget pacing and receive real-time, prioritized alerts on budgeting issues at scale. The result virtually eliminates overspend and underspend, mitigating the need to issue credits, and allowing the team to focus on strategy and client success.

### **Automated advertising management**

Dealer.com sought both scale and control in ongoing advertising management. Fluency's solution empowers the Dealer.com team with the flexibility to manage accounts of all sizes and complexities by centralizing ad channels and campaign assets while integrating Cox Automotive data. This approach reduces reliance on manual data entry, enabling both efficiency and improved delivery.

### **Customized campaigns at scale**

To help Dealer.com deliver and optimize custom, local campaigns faster, Fluency's solution includes Blueprints, which enable strategists to deploy and optimize campaigns in bulk while applying proprietary business logic. Additionally, the solution allows strategists to test on a single account and then deploy across all linked accounts. This approach transformed a process that previously took days of labor across various accounts into one that can be accomplished in minutes.

### **Improved reporting and insights**

To help Dealer.com improve the speed at which it could produce and deliver tailored insight and reporting, Fluency's solution includes its Fuse product, which enables the automated production of custom reports, saving hours of monthly production time for ad strategists. The solution also includes Fluency's Data Explorer tool for at-a-glance insight into all relevant campaign data, across channels.

## Delivering proven results for key clients:

A recent use case highlights the power of the Dealer.com/Fluency partnership. The Dealer.com team partnered with one of the top 5 North American dealership groups in Spring/Summer 2023, seeking to deliver best-in-class advertising performance during a key selling period. The client's ambitious goals made it an ideal fit for Dealer.com's DriveQ advertising solution.

The Dealer.com strategist team designed a multichannel strategy that leveraged programmatic display through Cox Automotive's proprietary DSP along with Google's Performance Max advertising format as well as search and social channels. The team leveraged custom audiences, with a focus on vehicle make to directly target high-intent shoppers. Additionally, the strategy leveraged geo-fences around dealership locations, further refining the audience for maximum performance.

Traditionally, this level of advertising sophistication would have required hundreds of hours of manual efforts. However, Dealer.com was able to operationalize the campaign at scale and on time through the Fluency platform, which seamlessly integrated the DriveQ data set, and applied it to all channels, automatically.

Campaign launch and setup time was executed within days, rather than the weeks or even months that would have been required to launch this volume using conventional means. And the campaign delivered performance that validated the quality of the DriveQ data set and helped its client get a competitive advantage.

“  
**You can have the best data  
but if it's not put to work—it's  
all for naught. That's where  
Fluency has unlocked a  
lot of opportunity for us.**  
”

HEATHER ELLIS,  
AVP DEALER MARKETING OPERATIONS

### Key results included:

**300%**

**Increase in  
click-through  
rate**

**2X**

**Increase in  
conversion  
rate**

**20%**

**Decrease in  
overall cost  
per lead**

## RESULTS:

# Unlocking the power of omnichannel advertising at scale

Throughout its three-year partnership with Fluency, Dealer.com has increased its ability to integrate proprietary Cox Automotive data directly on behalf of its clients, and dramatically increased its capacity to execute. The result has been a win-win: Unprecedented data integration, operational efficiency, and scale that drives best-in-class outcomes for clients.

### Immediate and lasting performance and efficiency gains

In addition to driving success for key clients, Dealer.com has unlocked its competitive advantage by leveraging its data and enabling its advertising strategist team to deliver best-in-class service. In doing so, it has overcome traditional limitations for activating data at scale—including both resource-intensive engineering projects to build in-house ad tech, and labor-intensive manual efforts to build and activate audiences and campaigns across each ad channel.



“  
**Fluency gives us the best of all worlds: The best technology and the ability to focus on our client-first approach.**  
”

BEN GILBERT,  
SENIOR DIRECTOR,  
ADVERTISING INNOVATION

Fluency has now supported nearly 10,000 accounts and nearly 500,000 campaigns on 11 channels – including Facebook, Performance Max, Amazon, YouTube, Search and Discovery – **resulting in estimated potential time savings of over 208,332 thousand hours compared to traditional execution.**



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Fluency is the leading provider of digital advertising automation and management solutions for organizations that run large digital media portfolios. The only solution that combines purpose-built Robotic Process Automation for Advertising with AI, Fluency eliminates repetitive and time-consuming tasks and enables precision execution. The result drives groundbreaking scalability, time savings, operational efficiency, and profitability.

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