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Expertise to help them excel in the market

PureCars is quite thrilled to announce the introduction of its new marketing innovation at NADA 2020 in Las Vegas. The premier marketing platform, Meridian will deliver more ready to buy shoppers to clients' store. The new platform not only offers seamless cross-channel budget management but intelligently identifies low funnel shoppers and makes clients' dealership the perfect choice for the buyer.

Sam Mylrea, CEO of PureCars said, "PureCars is advancing the industry with the most powerful automotive marketing platform to date. With more robust and reporting than ever before, our technology evolves to make dealers' ambitions actionable. We are the trusted source for unparalleled insight that keeps numbers up and brings shoppers to the showroom. As our capabilities expand, we remain singularly committed to serving dealers and providing the expertise to help them excel in the market."

Empower dealers to make their spend as effectively

With the addition to leveraging dealers to earn more profits from its marketing, the innovative platform provides a reliable and immediate connection between online activity and offline sales. The platform uses inventory feeds, sales software, and third-party vendor reporting systems to pull out an integrated service to grow revenue.

Jeff Ranalli, CRO of PureCars said, "We know that for our own revenue engine, accurate attribution is incredibly important in order to spend as efficiently as possible. We also know that attribution is a very

