

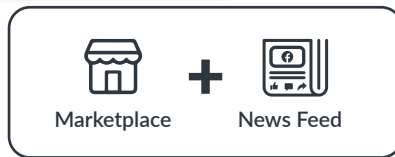
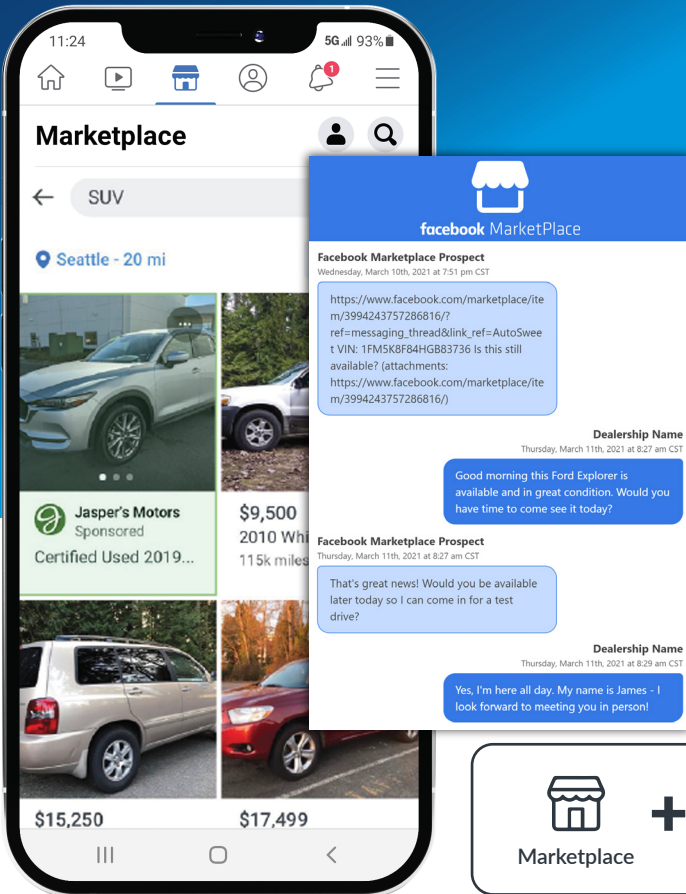
Promoted Marketplace Inventory

with Automotive Inventory Ads

- Boost your vehicle listing inside Facebook Marketplace, Facebook, and Instagram
- Promote your ads on your competition's vehicles
- Stay top of mind by retargeting to shoppers who have already viewed your vehicle's Marketplace VDPs

Not only do Promoted Marketplace Inventory ads show on Facebook Marketplace, but also on the Facebook homepage in news feeds, stories, search and in the right column of Facebook.

This allows dealers to reach more in-market car shoppers and follow around Facebook users with ads for previously viewed vehicles on their news feeds.



Premium Ad Slots

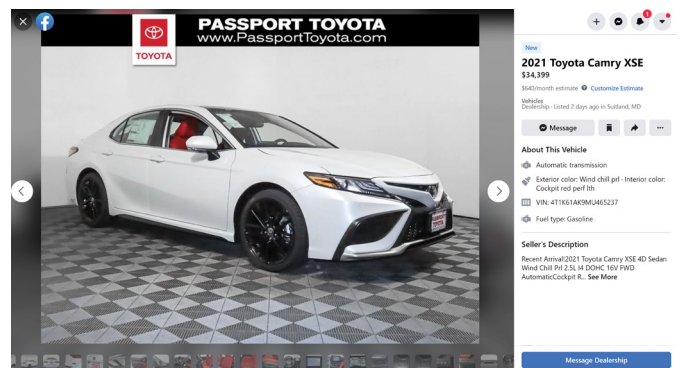
Exclusive ad slots appearing at the top of the Marketplace vehicles feed and the bottom of consumer vehicle listings.

Frictionless Ad Experience

Users stay inside Facebook and view vehicles on a mobile-optimized Facebook VDP where they can easily connect with the dealership.

Future Proof Strategy

On-Facebook Destination for Automotive Inventory Ads are Facebook's recommended way for dealers to advertise vehicles and will be supported by Facebook for the foreseeable future.



Facebook automatically generates a dynamic Vehicle Detail Page (VDP) using information from the dealer's auto catalog. This provides shoppers with additional information about the vehicle.

On this page, shoppers can connect with the dealership instantly via Facebook Messenger, or use the provided contact information to call or visit the dealership in person.