

2026 **NADASHOW**

**LAS VEGAS**  
FEBRUARY 3-6



# The Rise of the Dealer DSP: Taking Control of AdTech

Owning your DSP unlocks greater transparency, efficiency, and control over agency relationships and media spend.

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**It's middle of the month, do you know  
where your Ads are?**



# Poll

- Who is 100% confident where their non-search, non-social ad dollars are going?

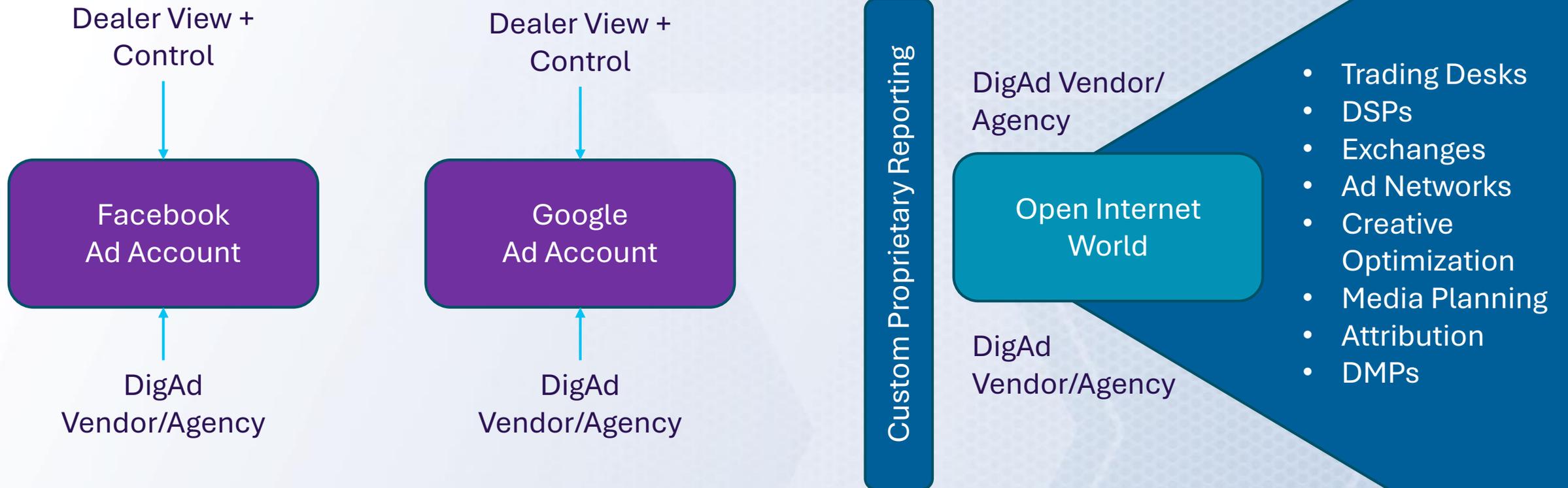
~~Google~~



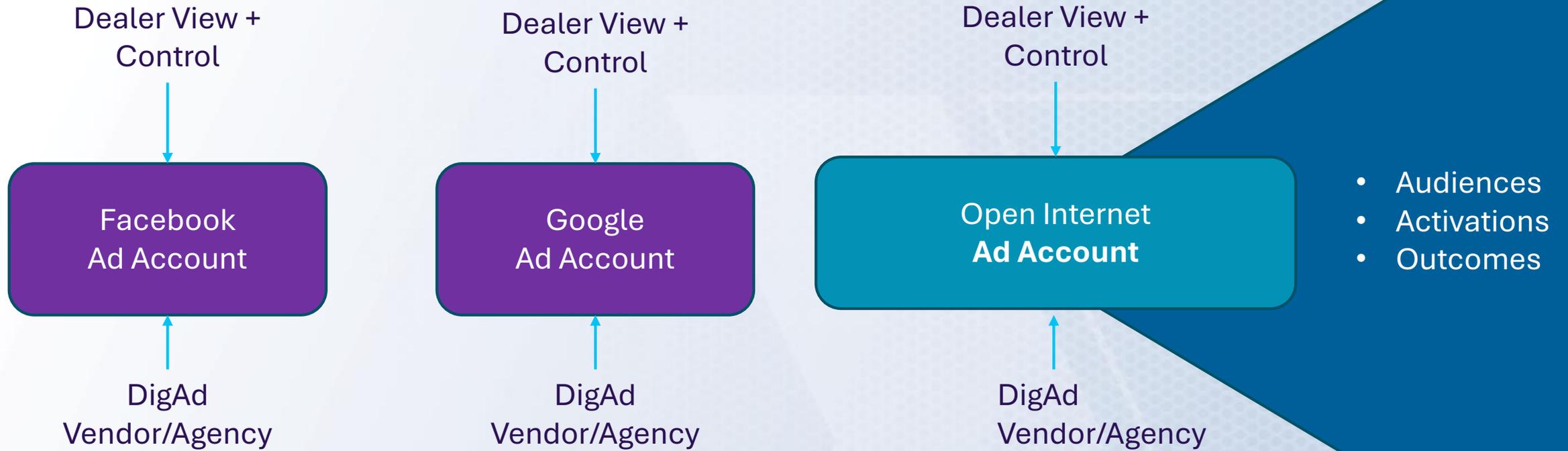
~~You Tube~~

- Who here owns their DSP login?
- Typically, DigAd vendors have the keys & Dealers get the reports

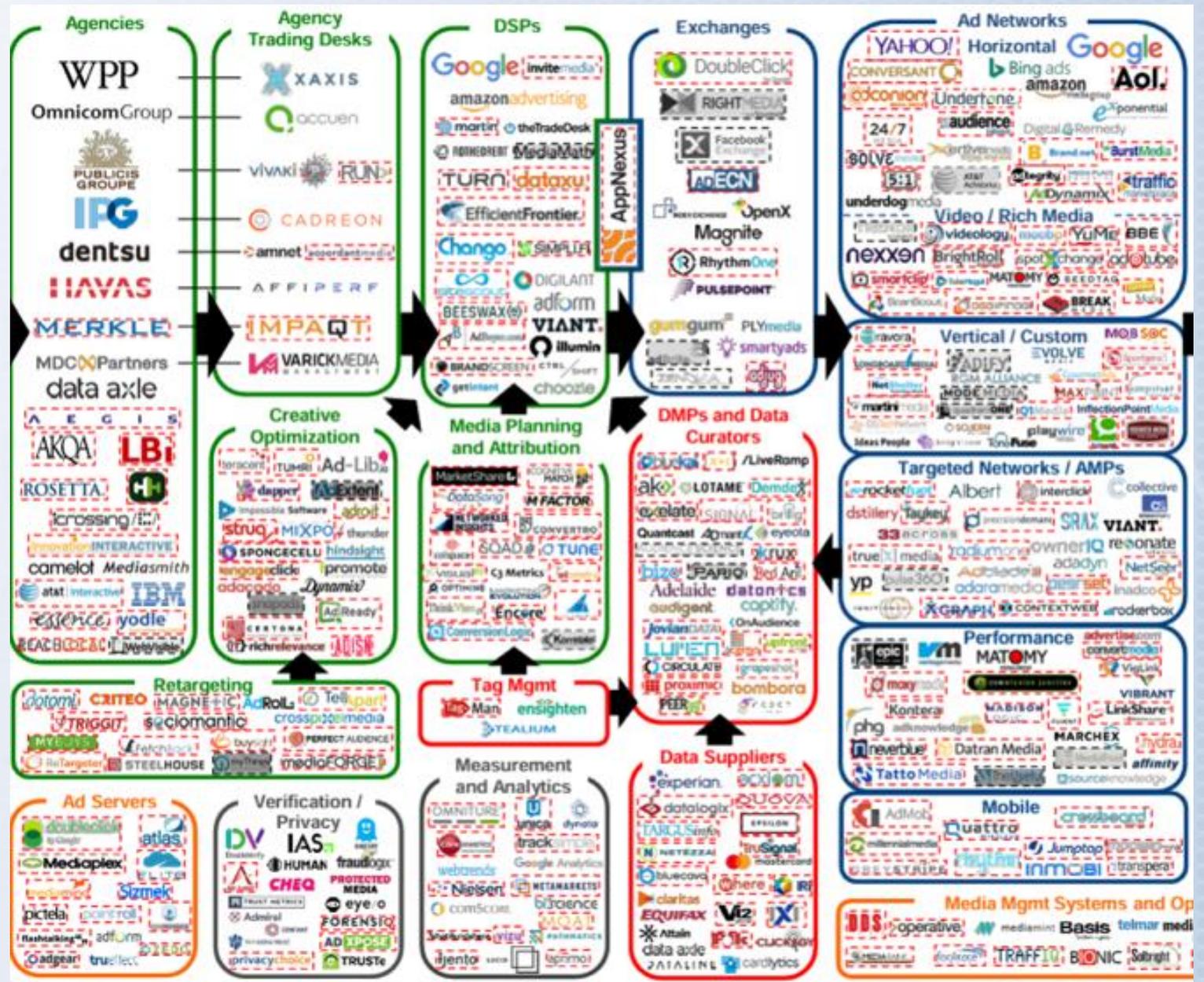
# How Your Media Buying Probably Works



# How Your Media Buying Should Work



Big Blue  
Open  
Internet  
looks  
something  
like this:



# AdTech 101: What is a DSP? Why Does It Matter?

- “Stock Market for Ads”
  - Key functions:
  - Media buying across open internet
  - Real-time bidding and pricing
  - Audience targeting
  - Creative placement and optimization



# What is Real Time Bidding mean?

## What Is RTB?

Real-Time Bidding is how most digital ads are bought and sold across the open internet.

**It's an auction that happens in milliseconds every time a web page loads.**

## Why It Matters for Dealers:

- **You only pay** when your ad is actually shown to the right person.
- **You compete** for attention.
- **You can target smarter**, using first-party data to influence the bid.
- **You gain flexibility** across open internet, not just one publisher.

# What is Real Time Bidding mean?

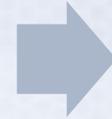
## A Customer Visits a Website

*Browser loads a page with ad space (e.g., Autotrader, Weather.com)*



## An Auction Happens Instantly

*Dozens of DSPs bid on that ad slot in real time*



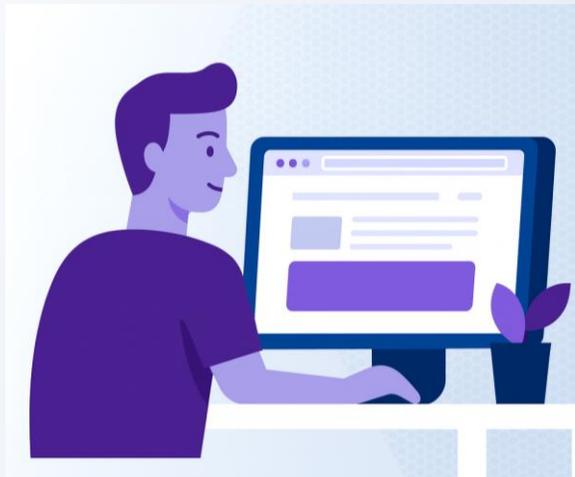
## Highest Bid Wins the Slot

*Your ad wins if your bid + relevance score beats others*



## Your Ad Is Displayed Instantly

*The user sees your dealership's ad — often before the page finishes loading*



# Why DSPs have been vendor-controlled until now

- **2 Key Reasons Why Vendors Historically Controlled DSPs:**
- **🔒 Complexity Barrier:** DSPs were originally built for expert traders, not dealers.
- **❓ Tech Fragmentation:** Dealers didn't have an identity graph, creative tools, or attribution in one place—vendors patched it together.
- Simply put...there was no AI, and there no easy button

# The Dealer DSP Category Explained

- Dealer DSP = DSP designed specifically for dealership use cases
- Core Features:
  - Y/M/M and rooftop-level audience targeting
  - Multichannel (CTV, display, direct mail, etc.)
  - First-party data ingestion (website, CRM, DMS)
  - Real attribution to service ROs, sold vehicles, etc.
  - Real-life dealer problem: “Why did I spend \$40k and sell 6 cars?”



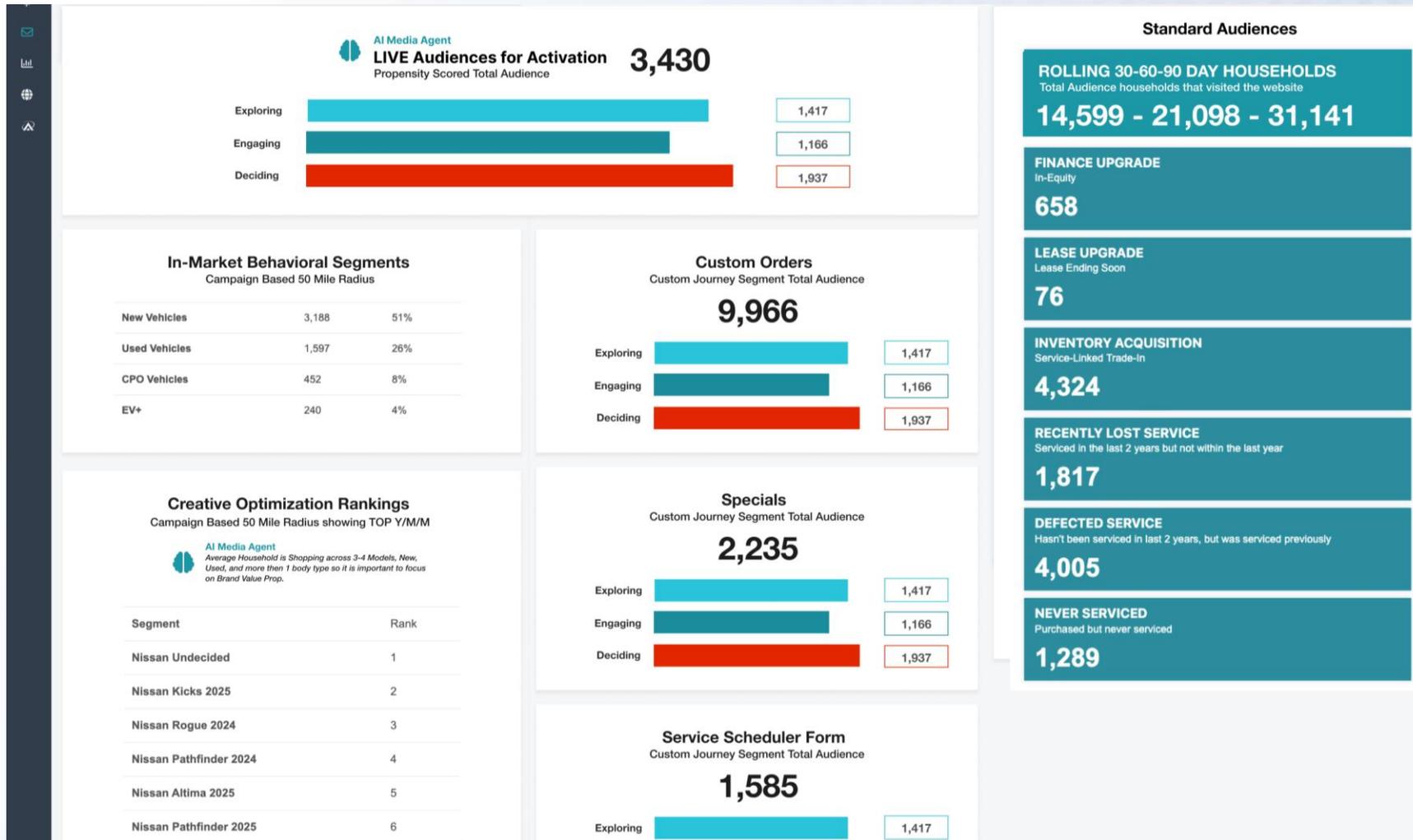
# Why Dealers Should Co-own DSP Control

- Invite your vendor/agency into *your* tools, not the other way around
- Difficulty holding partners accountable
- Platform access = power

**You're bidding to be seen in front of the right shopper, at the right time, on the right screen. You should have transparency into this bid.**



# What is First-Party Data in a Dealer DSP



- Your first-party data: (DMS, CRM, website visitors, etc.)
- Use cases:
  - Service conquest campaigns
  - Lease expiration targeting
  - CPO promotions to unsold leads
  - Importance of identity resolution and privacy compliance

\*Example of dealer audiences directly in your DSP

The Trick is to take your DSP / “Stock Market for Ads”, integrate with your DMS directly, and marry it to publishers with an easy button



How do you reach

120M+



across the US



## 3 things you should be able to do with a Dealer DSP on your own (or with your vendor)

- **Build and Launch** FreeTV (Tubi, Roku) Promo Ad to Certified Pre-owned 1p households that have not purchased yet **in 2 minutes**
- **Build and Launch** Univision CTV always-on to my Lease Upgrade and Lease Conquest customers in Hispanic Market **in 2 minutes**
- **Build and Launch** Omnichannel Display, Streaming Video, and Direct Mail for Never Serviced Customers **in 2 minutes**

# Closed-Loop Attribution and Outcome-Based Marketing

- Old way: Impressions, CTRs, CPCs
- New way: Attribution to:
  - Sales by VIN
  - ROs by Customer ID
  - Gross Profit
- Benefit: Clarity on what's *actually* working

The screenshot shows a DSP interface with three campaign cards for Cherry Hill Toyota. Each card includes a thumbnail, campaign name, dates, budget, audience size, and performance metrics. The top card is for 'Retargeting', the middle for 'Truck Shoppers', and the bottom for 'Customer Re-engagement'. All cards show a 46% budget spend and a CPM of \$25 (\$20).

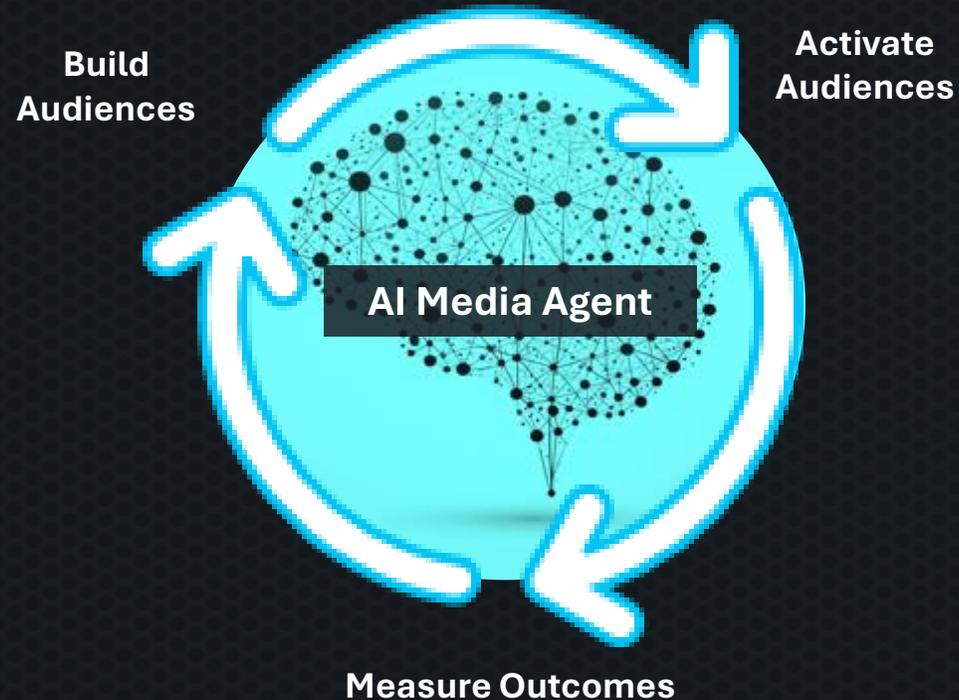
Campaign ID	Campaign Name	Dates	Budget	1p Audience	Impressions	CPM	Sales	Service
5823	Cherry Hill Toyota - Retargeting - April 2025	11/01/24 - 11/28/04	\$5,500	36,818	75,897 / 81,235	\$25 (\$20)	33	331
7355	Cherry Hill Toyota - Truck Shoppers	11/01/24 - 11/28/04	\$5,500	36,818	62,721 / 81,235	\$25 (\$20)	25	212
6587	Cherry Hill Toyota - Customer Re-engagement	11/01/24 - 11/28/04	\$5,500	36,818	62,721 / 81,235	\$25 (\$20)	-	-

\*Example of what you should in your DSP

**Why is this possible now, and why are we talking about it now?**

**AI**

# What should my AI Agent be doing?



Identifies 1p cookieless audiences that have not purchased from you yet

Identifies customers most likely to purchase and back-in market

Bid on shoppers where they are via video, display, mail, and audio

Work everyday to allocate given Media budget to the right audiences

Uses real-time transaction data to continue to focus on shoppers still in-market

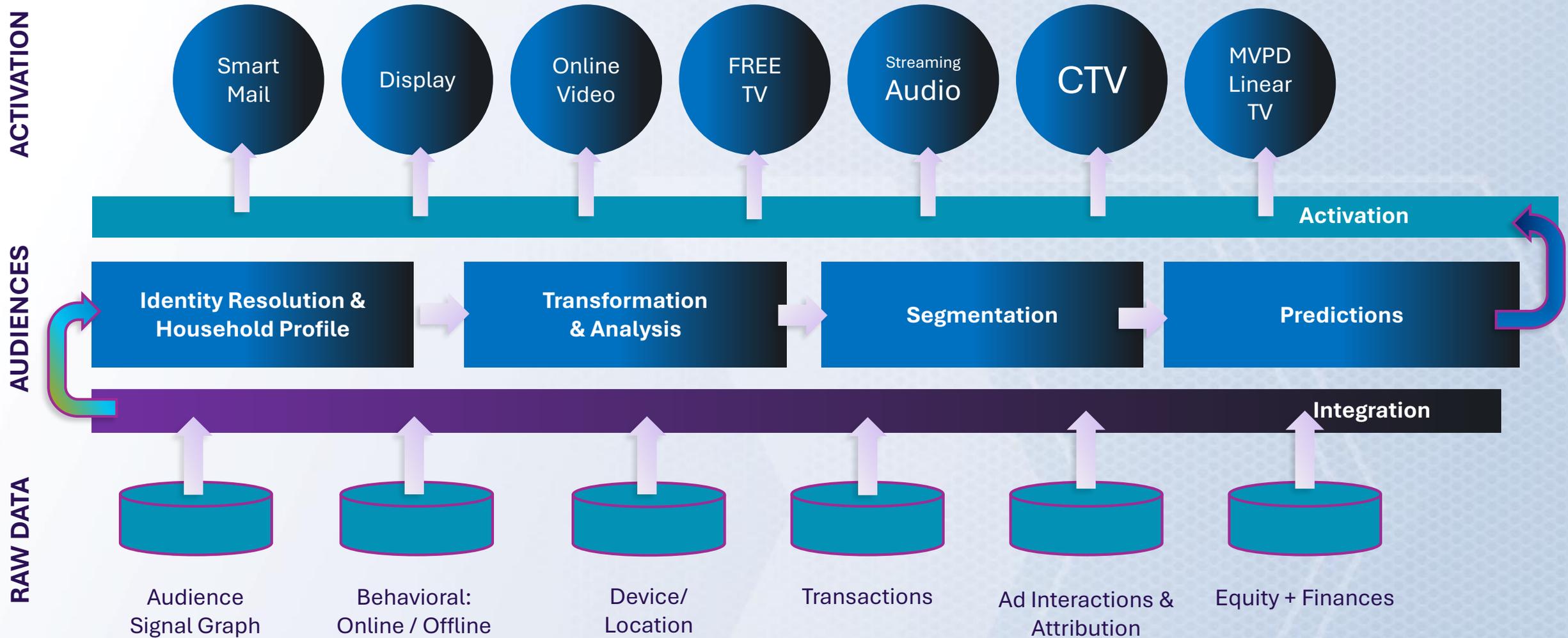
Scores every shopper daily for propensity

Measures campaign effectiveness through sales and service lift and uses in future media

**In the Past, this work could only be done by vendors with large teams**

**In Modern Age, Tech + AI that brings it together**

# Behind the Scenes: What should be going into a Dealer DSP?



# What other kinds of Audiences should I expect in my Automotive DSP?



## 1p Audiences

Highly addressable rich household level audiences from current shoppers and previous customers



## 2p Audiences

Modeled Look-Alike Household audiences based on dynamic data co-op and certified partners



## 3p Audiences

AI enabled extension to classic online audience segments

Selections from over 100+ verified, trusted first-party and third-party integrations



# How does a DSP Immerse Your Shoppers Household – From Awareness to Outcome



## Targeted Display

Impactful static banner ads placed across websites and apps, designed for maximum brand exposure. Achieve precise targeting and continuous optimization, driving awareness through frequent, relevant engagements.

- **Grabs attention during daily life**
- **Clickable and interactive**
- **Builds familiarity with repeated views**
- **Matches the viewer's context**



## CTV & FAST

Immersive, full-screen video ads within subscription and free streaming TV channels. Combine the emotional power of traditional TV with the precision and flexibility of digital targeting to reach engaged viewers wherever they stream.

- **Cinema-like, lean-back experience**
- **Family and casual viewing moments**
- **Discovery mindset with targeted reach**



## Online Video

Dynamic video ads embedded within websites and apps outside of TV channels. Deliver engaging, interactive storytelling enhanced by sight, sound, and motion—capturing audiences in ways traditional ads simply can't.

- **Sight and sound engagement**
- **Lifestyle utility**
- **Educational value**
- **Entertainment-minded state of mind**



## SmartMail

On-Demand Physical marketing materials delivered to targeted postal addresses, providing tangible brand engagement through a marketing channel with permanent presence in the home

- **Tactile engagement through physical touch**
- **Permanence with a visible reminder**
- **Shareable with family members passing around**



## Audio + Podcast

Engaging audio ads placed within streaming music and podcast content. Foster intimate connections and reach consumers during screen-free moments, amplifying your brand through active listening environments.

- **Intimate voice-in-ear connection**
- **Multi-tasking compatibility**
- **Deep focus and attention**
- **Soundtrack to daily activities**

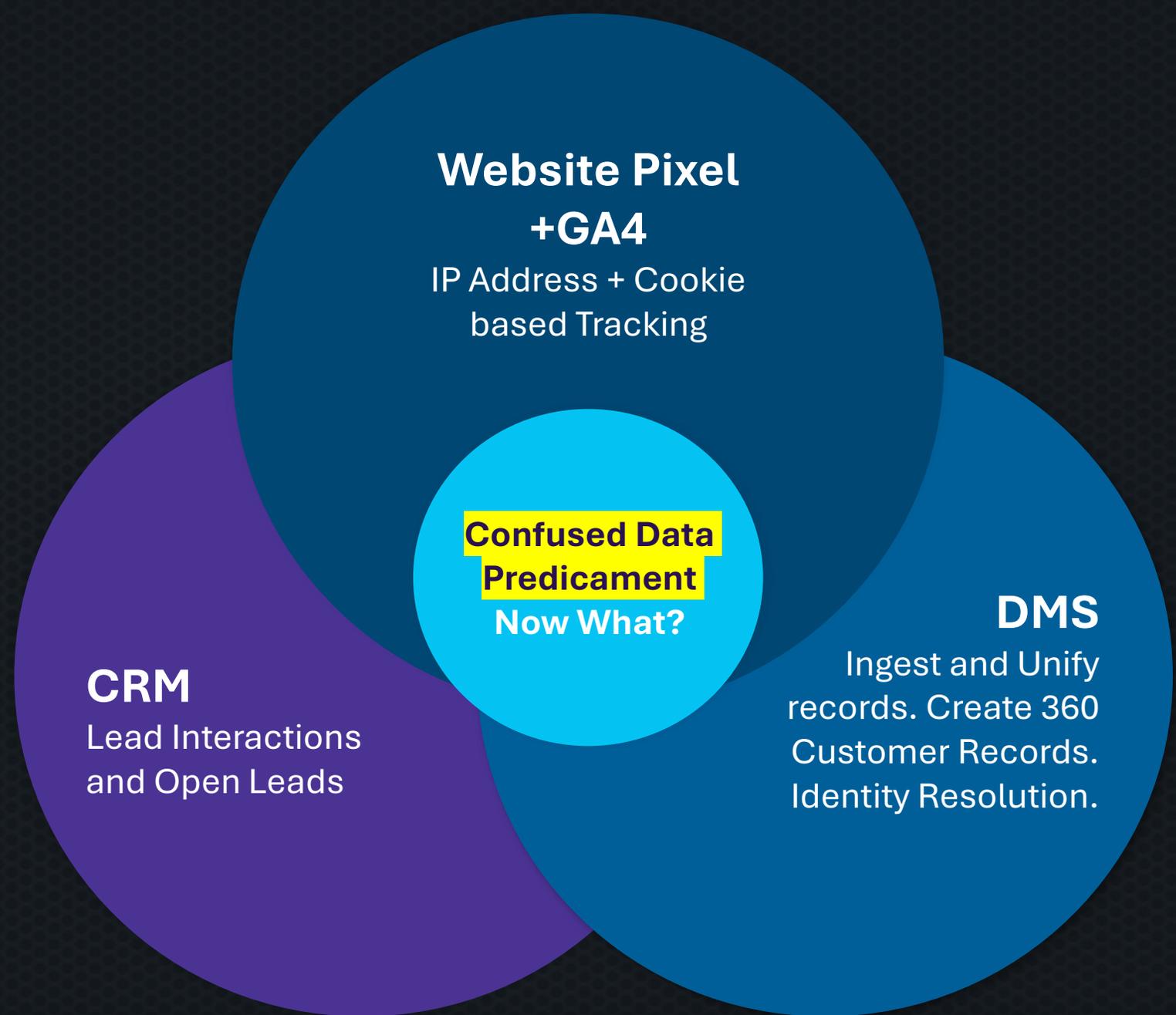


**The average shopper needs 3 touches for awareness, 7 for familiarity, and 27 for trust—effective marketing delivers the right touches at the right time to drive real outcomes.**

# Wait...this sounds like another term: **CDP**

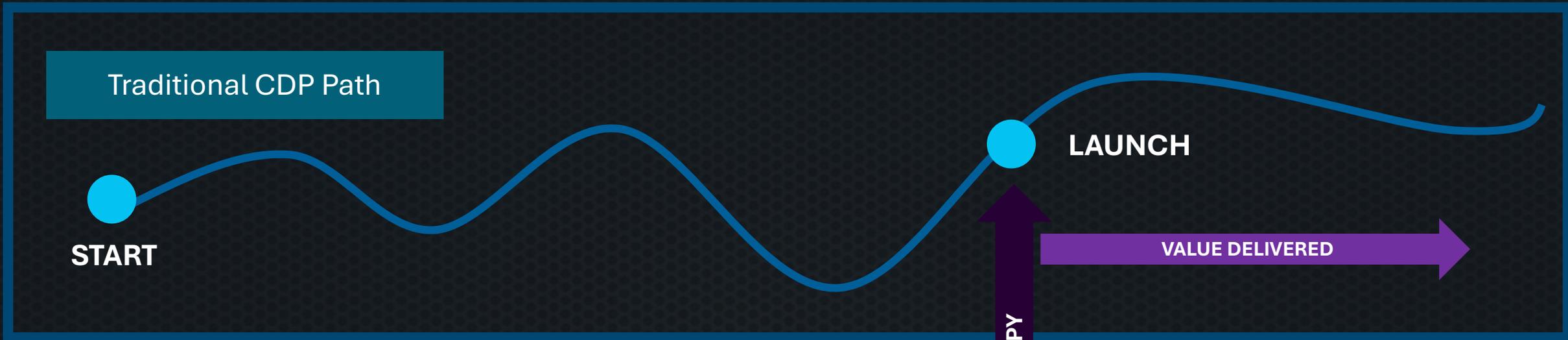
## The Problem with the Traditional CDP Path

Dealers are led to invest heavily into unified data and data integration without first establishing and proving use cases where data will be used and how it will yield incrementality





# Time eats money – Can I get started?



Are you working your  
technology or is your  
technology working you?

Great Dealers focus on:

~~Data Source Normalization~~

~~Integrating Data~~

~~Data Science & Analytics~~

~~Marketing Automation~~

~~Vendor Integrations~~

**Strategic Decision Making**

~~Audience Deployments~~

~~Facebook Ads Management~~

~~Google Ads + Paid Search~~

# The 2026 Difference



## AUTOMOTIVE DSP PLAYBOOK

- LIVE Audiences modeled on DMS powered by cookieless patents
- 1p Audience down to household
- In-Market Household Level Identification, activation, and attribution
- Integrated Marketing Approach All Tactics + Networks driven by AI
- Neurotically focused on Sales + Service Business Outcomes

## STANDARD DEALER MARKETING

- Google Ads PerformanceMAX
- Facebook Custom Audience
- Google Ads Customer Match
- Automated Sync to Facebook & Google
- CTV/OTT Spend to Blackbox Audiences
- Nielsen Based Traditional Marketing
- Cookie based Retargeting

	Dealer Automotive DSP	The Tradedesk / Amazon	Google DV360
<b>Self-Service Campaign Management</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Automotive Household Targeting</b>	Proprietary Automotive Household Graph	Uses 3 <sup>rd</sup> party Data Providers	Uses 3 <sup>rd</sup> party Data Providers
<b>First-Party Data Integration</b>	Built-in Integration with DMS w/ 85% Match Rate via Custom 1P Bidder	Via Partner Data Onboarding Tools with 35% Match Rate	Via Google or Partner Data Onboarding with 35% Match Rate
<b>Dealer Level Activation Support</b>	<b>Yes</b> – Supports Dealer Campaigns & Funding Structures	<b>No</b> Direct Dealer-Level Support	<b>No</b> Direct Dealer-Level Support
<b>OEM Co-op Program Integration</b>	<b>Yes</b> – Co-op Ready with Customizable Rules	<b>No</b> – Requires External Co-op Management	<b>No</b> – Requires External Co-op Management
<b>Full Omnichannel Media Activation</b>	<b>Yes</b> – Display, CTV, FAST, Audio, Direct Mail, Linear Inventory	<b>No</b> – programmatic digital only	<b>No</b> – YouTube, CTV, Display
<b>Sales Attribution to VIN or Dealer Transaction</b>	<b>Yes</b> - Matches Sales to VIN & Dealer Data out of the box	<b>No</b> – Requires 3p Attribution Partner	<b>No</b> – Requires 3p Attribution Partner
<b>Native Tierless Audience Management</b>	<b>Yes</b> - Dealer Group Audience, FDAF Audiences, and OEM Audiences	<b>No</b> – requires 3 <sup>rd</sup> Party Partner and ongoing administration	<b>No</b> – requires 3 <sup>rd</sup> Party Partner and ongoing administration

## Standard Cookie Targeting

### Decreasing Performance 01

01

As browsers phase out 3<sup>rd</sup> Party cookies, its ability to accurately target and reach audiences diminishes, lowering campaign effectiveness.

### Audience Limitation 02

02

The decline in cookie tracking capability means losing the ability to retarget a significant portion of website visitors.

### Privacy Concerns 03

03

Increasing user privacy concerns and regulations complicate the use of cookies even now, requiring more stringent consent mechanisms.



## Automotive DSP Household Targeting

### 01 Effective Targeting

01

Utilizes household-based and individual in-markets, avoiding reliance on individual user cookies, sidestepping cookie deprecation issues.

### 02 Wider Reach

02

By focusing on households and local level activations, household targeting can engage a broader audience, reaching all devices within a household.

### 03 Privacy Compliant

03

Offers a more privacy-compliant method of highly accurate targeting by focusing on aggregate household data rather than individual cookie device behavior.

# The Dealer DSP Maturity Model

- DSP login owned by agency/vendor
- Dealer receives monthly PDF reports
- No access to targeting logic
- No ability to optimize in real-time
- Media buying is “hands off”
- Low Accountability

## LEVEL 1:

Outsourced, no platform access

## LEVEL 2:

Joint access, vendor drives execution

## LEVEL 3:

Full DSP ownership, vendor + dealer as collaborative team

Which level are you at today? Where do you want to be?

# The Dealer DSP Maturity Model



- Dealer has read-only or co-access to DSP
- First-party data partially activated
- Vendor collaborates with dealer on audiences & strategy
- Some insight into performance and pacing
- Reporting dashboard available
- **Benefit:** More accountability, better decisions

**Which level are you at today? Where do you want to be?**

# The Dealer DSP Maturity Model



Which level are you at today? Where do you want to be?

# Roadmap to Get Started

- **What to ask your vendor/agency tomorrow:**
  - “Who owns our DSP?”
  - “Can we get access to the platform?”
  - “Can I use it to buy and measure, or is it just reporting?”
- **What to look for in a Dealer DSP:**
  - First-party data integration
  - DMS integration
  - Premium Publishers and Video Inventory
  - Outcome-level attribution
  - Multichannel reach
  - Total Ad Spend

**It's middle of the month, do you know  
where your Ads are?**



# Appendix



**QUESTIONS?**

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