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FEATURES

7 | Shortcuts and Compliance Are Not Friends

Don't let process shortcuts short-circuit all the hard work your dealer has put into make their dealership the success it is today.

8 | 63rd Convention & Trade Expo: REGISTER NOW!

Check out the schedule of events, speakers and other special guests!

10 | Donations Making a Big Difference Across the Commonwealth

Check out what the Ladies Auxiliary has been up to and how each district has allocated their funds.

11 | Top 20 Fastest-Selling Used Models in July

Here they are along with the average days they spent in the market, according to iSeeCars.com.

16 | How to Drive Success with Facebook Advertising for Car Dealerships

To effectively achieve advertising goals using Facebook advertising, dealerships must have specific requirements. Explore these requirements and gain insights into the automotive industry.

DEPARTMENTS

2 | President's Message

2 | Board of Directors and
District Representatives

4 | Executive Director's Message

4 | Dealer Operator Course
Schedule

13 | Membership Savings Program

15 | Title Processing Center

PRESIDENT'S MESSAGE

Getting a Groove on in Norfolk

As this message reaches you, we are less than a month away from our 63rd Annual Convention and Expo to be held October 20 – 22 at the beautiful Norfolk Waterside Marriott. I have not figured out how I will “get my groove on” for this, but I do know that we are all in for a lot of fun, fellowship and, more importantly, key learnings from experts in our industry. These two and a half days could be the best investment you can make in your business.



As I get ready to turn the gavel over to Donald Sullivan, Jr., our incoming President, I have never felt better about the solid footing that our association is on. We have the best Executive Director in the country leading the absolute best team at our office in Richmond. We continue to make tremendous strides at the state capitol, growing legislative relationships that are geared at one thing: to represent the

“If you have never been to a convention, please consider this year to make it your first.”

interest of you and your business as new laws and policies are being considered. We continue to develop new training and support for every independent dealer with the goal to improve and protect the reputation of our industry. While we have fallen short of my stretch goal to double our membership ranks,

we have grown to over 1,150 members, which is the 4th largest independent dealer association in the country. Last, we have some of the most dedicated legacy dealers who continue to give of their time to not just help this association grow, but are also committed to helping each one of you grow your own business.

I am looking forward to seeing each of you in Norfolk next month. I promise you will not be disappointed. If you are a veteran to these, please consider finding a dealer to bring along with you and show them what they can gain from these couple of days networking with their peers. See you in Norfolk!

Craig
Craig Amelung
President, VIADA

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EXECUTIVE DIRECTOR'S MESSAGE

Around the Commonwealth

I would like to thank the new DMV Commissioner Gerald Lackey for his initiative to meet with VIADA and his willingness to work together to resolve some of the issues facing our Dealers. Convention is fast approaching, and I couldn't be more excited. We have an array of speakers that will help develop your knowledge in different areas, as well as a Q & A with the MVDB Executive Director and the DMV Commissioner, so get your questions ready! The VIADA is working with the DMV and Legislators on simplifying the difficulty of calculating the HUF tax. In a perfect world, VIADA would like to see a flat fee.



Let's talk about paperwork and the sales process - with lawsuit cases on the rise, I would like to express my concerns to have your paperwork double and triple checked to minimize your exposure. Every day I receive phone calls about trials that could have been avoided; don't hide from your consumer complaints, address them as they come.

“We are now the 4th largest Independent Dealer Association in the nation!”

Let's talk about AS/IS Sales. If you sell vehicles with “No Warranties,” make sure the consumer signs the Inspection Sheet, the Vehicle History Report, and make sure everything is properly signed when you make copies for your records. When selling an AS/IS vehicle, don't make any promises, and never tell the consumer that they are buying a perfect vehicle. A good answer is: As far as we know, the vehicle is good, but you are buying a used vehicle and we recommend you do a pre-purchase inspection prior to purchase, and please disclose any known issues with the vehicle in writing prior to sale.

The VIADA has been growing at a fast pace with more and more dealers joining the Association every month. We are now the 4th largest Independent Dealer Association in the nation, which means that Virginia Dealers care about compliance, care about consumers and care about having the proper continuing education available to them when needed. Together we make a difference!

See you at the Convention & Expo!

Alvin

Alvin Melendez, CMD
Executive Director, VIADA

DEALER OPERATOR COURSE SCHEDULE

REGISTER AT
viada.org/pre-license

September 26-27
Richmond/Midlothian
VIADA Office
1525 Huguenot Road, Suite 200
Midlothian, VA 23113

October 19-20
Norfolk
Norfolk Waterside Marriott
235 E Main Street
Norfolk, VA 23510

November 7-8
Richmond/Midlothian
VIADA Office
1525 Huguenot Road, Suite 200
Midlothian, VA 23113

November 14-15
Danville
Courtyard by Marriott
2136 Riverside Drive
Danville, VA 24540

December 5-6: Chantilly
Home 2 Suites by Hilton
4334 Defender Drive
Chantilly, VA 20152

December 12-13
Richmond/Midlothian
VIADA Office
1525 Huguenot Road, Suite 200
Midlothian, VA 23113

REGISTRATION MUST BE COMPLETED ONLINE BY
CLICKING ON EITHER THE CLASS DATE OR LOCATION.
Registration for all classes ends at 8:00pm the Sunday
prior to the class. Registration for the class is \$485.

EARLY BIRD REGISTRATION

If you register more than 14 calendar days
before the class date, you will receive a
\$50 early registration discount.

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A close-up photograph of two hands shaking, with the fingers interlaced. The hands are weathered and the lighting is dramatic, highlighting the texture of the skin.

Shortcuts AND Compliance ARE NOT FRIENDS

By Gil Van Over, Executive Director of Automotive Compliance Education

Once upon a time, I was part of corporate America while working for one of the captives. While in corporate America, I had an accident with my right hand, which ended up requiring a cast. I couldn't grab the steering wheel with my right hand, my putter grip was abysmal, and I couldn't write or sign my name.

As a supervisor in my branch office, I was responsible for completing a checklist on every repossessed account to ensure all the required steps from repossession to disposal had been completed.

I had to initial a box by each completed task to properly finish the checklist. Since I couldn't drive, putt, or write, I just assumed my boss would understand if I marked a simple checkmark in each box. I evidently didn't know my boss very well. "Shortcuts are not acceptable!" he bellowed when he reviewed the first of a stack of repossessions I had completed.

I assume shortcuts develop in many industries, companies, or processes. Some of the shortcuts I witness in dealerships create potential compliance concerns. As a trusted advisor to your dealer clients, you should be on the lookout for these shortcuts and discuss the potential risk with them.

Handwriting Product

Pricing In a perfect world, the customer signs at least three documents disclosing the acceptance and pricing of voluntary protection products: menu, buyer's order (or PCD in California), RISC/lease, and enrollment form. There are times when the product price does not print on the enrollment form, instead it is either left blank or prints as "N/A." Other times, the dealer management system (DMS) picks up the wrong price, perhaps printing the price of the vehicle service contract on the maintenance form.

The form in the file either reflects the free price (blank or N/A) or the wrong price, or the correct price that has been handwritten in. Oftentimes, when the price is corrected, the customer has not initialed the change. This begs the question, exactly what does the customer's copy show?

Hopefully, the customer's copy is consistent with the dealer's copy, otherwise there could be some explaining to do if the customer ever decides to file a complaint or litigation and the file is requested in discovery.

Taking the shortcut to not having the DMS corrected or programmed or not properly loading the deal is potentially putting the validity of the transaction at risk.

Used Car Buyer's Guide Disclosure

The FTC Used Car Rule is very specific about the language that must be used to properly disclose any remaining warranty. Most dealers have a solid process to properly make this disclosure. For example, the Used Car Rule says that using shorthand terms such as "factory warranty remaining" is not a sufficient disclosure. The vendors who manage the buyer's guide process for dealers generally have the correct, safe-harbor language.

The process falls apart when a used vehicle is sold before the vendor has an opportunity to put a correct buyer's guide on the vehicle. Sometimes it falls apart when the salesperson gets lazy and handwrites a buyer's guide instead of taking the guide off of the vehicle or printing one from the dealer's software. Going the shortcut route thinking you are saving time leads to non-compliance with a federal law.

Signing Customer Names

People get busy. Salespeople fail to get the customer's signature on the privacy

Don't let process shortcuts short-circuit all the hard work your dealer has put in to make their dealership the success it is today.

notice, or F&I managers forget to have the customer sign the gap enrollment form.

Almost every dealership employee understands that forging a customer's signature to a form is a crime. Others rationalize that the customer did agree or knew that they agreed to the privacy policy or signed a menu and contract agreeing to purchase GAP, so it is all right to sign their name.

Forging a customer's name is never an acceptable shortcut.

Not Reviewing the Buyer's Order/RISC

During your next managers sales meeting, ask how many of your managers have read and understand each section, front and back, of the buyer's order, the retail installment sales contract, and the lease agreement. After all, they are likely signing these documents on behalf of the dealership. Isn't it reasonable to expect that they have read and understand all the provisions they are asking customers to agree to?

Sometimes a shortcut is just being lazy instead of understanding the very basics of your job. Don't let process shortcuts short-circuit all the hard work your dealer has put in to make it the success it is today.

Continued good health and good selling. ■

Gil Van Over is the executive director of Automotive Compliance Education (ACE), the founder and president of gvo3 & Associates, and author of "Automotive Compliance in a Digital World." Email him at gvo@bobit.com.

VIADA'S 63RD ANNUAL

Convention & Expo

October 20-22, 2023



KEYNOTE SPEAKER

DMV Commissioner, Gerald Lackey
(pictured left)

"Yes, I am the DMV Commissioner. I am also a DMV customer. I know first-hand what a critical resource the DMV is through life. We were there when you got your first license, titled your first vehicle, got a copy of your Virginia marriage certificate. And we're there for Virginia businesses, too."

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dealer friends
and meet us in
Norfolk!**



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SCHEDULE OF EVENTS

Day 1 | Thursday Day 2 | Friday

8:00 - 5:00 Dealer Operator
TBD Golf 



8:00 - 5:00 Dealer Operator Class
10:00 - 2:00 DO REcertification
12:00 - 2:00 Expo Hall Setup
2:00 - 4:00 Board Meeting
5:00 - 7:00 Cigars & Cordials 
~Rooftop terrace bar
7:00 - 9:00 Association Awards Dinner
9:00 - 11:00 Hospitality Suite & Poker

Day 3 | Saturday

8:00 - 10:00 Breakfast, Expo Hall, Keynote
10:00 - 12:00 Speakers
12:00 - 2:00 Lunch in Expo Hall
~Featuring Ladies Auxiliary Auction
2:00 - 5:00 Speakers
6:00 - 7:00 Reception
7:00 - 9:00 Quality Dealer Dinner
9:00 - 12:00 Karaoke, Hospitality Suite, Poker
tentative schedule and is subject to change



SPEAKERS & SPECIAL GUESTS

Paul McIntosh, Fulton Bank • Adam Crowell, ComplyNet •
Justin Osbourne, SmartGroups • Cory Collins, SmartGroups •
Michael York • Cox Automotive • Bill Elizando, NIADA •
Tom Kline, BetterVantagePoint

Attorney General, Jason Miyores • DMV Commissioner, Gerald Lackey •
MVDB Executive Director, William Childress • Senator, Lamont Bagby •
Senator, Travis Hackworth

Donations Making a Big Difference Across the Commonwealth

By Dale Fisher, Ladies Auxiliary President



The VIADA Ladies Auxiliary Helping Hands were busy at our last meeting working on No-Sew blankets for Canine Companions for Independence. In addition, revisions to our bylaws were drafted and monetary donations were determined.

The members of the VIADA Ladies Auxiliary realize that the success of our Annual Charity Auction would not be possible without the support of our districts and their members. Therefore, we felt it only prudent to include the districts in determining some of our charitable giving. Each District was allotted \$1,000. With input from each, the following donations are being made to the charities below in their honor.

DISTRICT 1

Hooked On Hope \$1,000

Fishing trips for pediatric cancer patients and their families

DISTRICT 2

Reachcycles \$500

Modify bicycles for disabled children

Virginia Home for Boys and Girls \$500

DISTRICT 3

Camp Easter Seals \$1,000

Camp for physically and mentally challenged children

DISTRICT 4

Angels on Wheels \$750

Assists veterans, families, and individuals with homelessness and food insecurities

Boxes of Basics Dental Kits \$250

Support of at-risk children

DISTRICT 5

Fire & Rescue Squads (4) \$250 each

DISTRICT 6

Special Olympics Amherst \$1,000

DISTRICT 7

Verona Community Food Pantry \$1,000

DISTRICT 8

Harper's Home \$ 500

Foster Care Assistance

VetFest SWVA \$ 500

To Stop Soldier Suicide

The VIADA Ladies Auxiliary Members are so pleased and proud to support this diverse group of caring organizations.

We are also beginning plans for the 2023 Charity Auction, which will be held at the VIADA Annual Convention on Saturday, October 21, during lunch. The Ladies Auxiliary is always appreciative of donations for the auction. Sports memorabilia, fine wine and spirits, themed gift baskets, and techy items are just a few of the items that are welcomed. Please let Maria (maria@viada.org) know if you or your district is willing to provide an auction item.

We look forward to seeing everyone in Newport News in October! ■

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¹ Dealertrack User Timing report through Google Analytics 9/30/21 to 9/30/22.

² Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2022 Dealertrack data



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Top 20 Fastest-Selling Used Models in July

By Auto Remarketing Staff

Analysts at iSeeCars.com spotted an intriguing convergence of trends when looking at how the used-vehicle retail sales market unfolded in July.

First, overall used sales in July were 6.1% faster year-over-year, according to the company's new study. But the 20 used models that turned fastest on average based on July data had been available for sale an extra eight days – 26% longer – than a year earlier.

“It’s interesting that used cars overall are selling 6.1 percent faster than a year ago, but the most popular models are selling 26 percent slower,” iSeeCars executive analyst Karl Brauer said. “This suggests consumers are considering a wider range of used cars and seeking the best value wherever they can find it. Essentially, the strong grip previously held by popular used models is loosening.”

The iSeeCars.com study also shared a rundown of those 20 most popular models. Here they are along with the average days they spent in the market, according to iSeeCars.com:

1. Honda HR-V: 34.4
2. Acura ILX: 35.3
3. Toyota Highlander Hybrid: 36.6

4. Acura RDX: 36.8
5. Hyundai Venue: 38.0
6. Honda Insight: 38.3
7. Honda CR-V: 38.5
8. Honda Civic: 38.8
9. Toyota C-HR: 38.9
10. Toyota Sienna (hybrid): 39.1
11. Toyota Tundra: 39.1
12. GMC Yukon: 39.4
13. Kia Telluride: 39.7
14. Acura TLX: 39.8
15. Honda Pilot: 39.9
16. Chevrolet Corvette: 39.9
17. Acura MDX: 40.4
18. Honda Accord: 40.5
19. Cadillac Escalade ESV: 40.5
20. Toyota 4Runner: 40.7

On the new-car side, the iSeeCars study showed new models are selling 29.2% slower. Brauer explained why, pointing back to the used department.

“Used-car prices were initially driven up by a lack of new-car inventory,” Brauer said. “Now there are plenty of new cars on dealer lots, but consumers aren’t rushing out to buy them. The new-car average time to sale is down by more than 25 percent even as used cars are selling 6.1 percent faster. This shows buyers are continuing to seek value in the used car

market — despite a wide range of new-car options.”

One other interesting segment of the latest study by iSeeCars.com is the slowing pace of electric-vehicle sales, which analysts said “have slowed to a crawl.”

According to iSeeCars, new EVs have gone from retailing in an average of 25.2 days to delivery to 50 days over the past year.

The spiff to get a used EV to roll over the curb might be even more robust, since iSeeCars has noticed a 120% increase in the average time a used EV has been available for sale, jumping from 26.4 days to 57.8 days.

“The good news for electric vehicle buyers is that EVs are both cheaper and harder to sell in 2023, putting pressure on automakers and dealers to move them in a market that appears to have lost interest,” Brauer said. “Both new and used EVs are taking more than 50 days to sell on average, meaning it takes more than twice as long for dealers to find EV buyers compared to a year ago.” ■

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- *The Virginia Independent News*
- *Used Car Dealer* (NIADA Magazine)
- Monthly eNews Email
- District Meetings
- Annual Convention & Expo
- VIADA Website: viada.org
- Facebook.com/infoviada
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- DMV and MVDB Representation
- Political Action Committee

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- Access to Legal Consultation...VIADA has a list of industry-knowledgeable attorneys.
- One-on-One Consultation Discount

The CARLAWYER[©]

By Eric Johnson, Partner in the law firm of Hudson Cook, LLP, Editor in Chief of CounselorLibrary.com's Spot Delivery[®]



Here's our monthly article on selected legal developments we think might interest the auto sales, finance, and leasing world. This month, the developments involve the Consumer Financial Protection Bureau, Federal Communications Commission, Federal Reserve Board, Federal Deposit Insurance Commission, Federal Trade Commission, other federal agencies. As usual, our article features the "Case(s) of the Month" and our "Compliance Tip." Note that this column does not offer legal advice. Always check with your lawyer to learn how what we report might apply to you or if you have questions.

FEDERAL DEVELOPMENTS

CFPB Sues Servicer for Wrongfully Disabling and Repossessing Vehicles, Failing to Ensure GAP Refunds, Double-Billing for Insurance, and Wrongfully Applying Payments. On August 2, the CFPB sued a servicer of auto financing contracts originated by a buy-here, pay-here dealership affiliate. The CFPB alleged that the servicer: (1) wrongfully disabled buyers' vehicles using starter-interrupt devices when the buyer was not in default or was in communication with the servicer about upcoming payments; (2) failed to ensure refunds of guaranteed asset protection insurance premiums when buyers were entitled to a refund because they paid off their financing early or their car was repossessed; (3) double-billed buyers for collateral protection insurance; (4) wrongfully applied buyers' payments first to late fees or collateral protection insurance instead of accrued interest;

and (5) wrongfully repossessed buyers' vehicles. The CFPB is seeking, among other things, redress to consumers, civil money penalties, and an injunction to prevent future violations.

FCC Imposes Record-Breaking Fine Against International Network of Robocallers. On August 3, the FCC imposed a record-breaking fine of approximately \$300 million against an international network of companies that made illegal robocalls to consumers in order to sell purported "auto warranties." The companies allegedly made over 5 billion robocalls to more than 500 million phone numbers during a 3-month span in 2021 that allegedly were placed without prior express consent, included numbers on the National Do Not Call Registry, failed to identify the caller, failed to provide a call-back number that allowed consumers to opt out of future calls, and used misleading caller identification.

FTC Updates National Do Not Call Registry Access Fees. On August 17, the FTC issued a final rule to update the fees charged to entities accessing the National Do Not Call Registry, effective October 1, 2023. The first five area codes are free, and exempt organizations may obtain the entire list for free. The cost of accessing a single area code will increase by \$3 to \$78. The maximum charge to any single entity for accessing all area codes nationwide will increase by \$662 to \$21,402. The fee for accessing an additional area code for a half year will increase by \$1 to \$39.

Agencies to Hold Roundtable Discussion on Special Purpose Credit Programs. The CFPB, OCC, HUD, and FHFA will hold a roundtable discussion on September 12 with representatives from community groups and industry trade organizations on the availability and benefits of special purpose credit programs. The Equal Credit Opportunity Act and its implementing Regulation B permit creditors, under certain

circumstances, to design and implement special purpose credit programs to extend credit to persons who would otherwise be denied credit or would receive it on less favorable terms. The agencies' roundtable event is open to the public via livestream.

CASE(S) OF THE MONTH

Dealership Violated California's Automobile Sales Finance Act by Failing to Indicate that Portion of Downpayment Would be Paid in Installments After Date of Purchase: An individual bought a used vehicle from a dealership on June 22, 2019. The parties agreed that the buyer would pay a \$2,000 downpayment—\$1,000 on the date of purchase and then another \$1,000 in three installments drawn from his bank account: \$333 on July 8, 2019, \$333 on July 20, 2019, and \$334 on August 5, 2019. The buyer's monthly payments would begin on August 6, 2019. However, the retail installment sale contract stated that the buyer paid a \$2,000 downpayment in "Cash, Cash Equivalent, Check, Credit Card, or Debit Card" on the date of sale and that he would pay no "[d]eferred [d]ownpayment[s]." After the purchase, the dealership assigned the RISC to a finance company. The buyer later sued the dealership, its surety, and the finance company, alleging, among other claims, violations of California's Automobile Sales Finance Act. The trial court concluded that the dealership violated ASFA, ordered the buyer to return the car, and awarded him \$15,995.50, the amount he paid for the vehicle.

The **Court of Appeal of California** affirmed the trial court's decision. Under Section 2982(a)(6) of ASFA, dealers are required to disclose all the terms of a conditional sale contract in a single document. Among other things, the single document "must itemize the purchaser's downpayment." The itemization must state: (1) the agreed value of the property being traded in; (2) the prior credit or lease balance, if any, owing on the property being traded in; (3) the net



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agreed value of the property being traded in; (4) the amount of any portion of the downpayment to be deferred until not later than the due date of the second regularly scheduled installment under the contract; (5) the amount of any manufacturer's rebate; (6) the remaining amount paid or to be paid by the buyer as a downpayment; and (7) the total downpayment. The appellate court found that the three installments the buyer agreed to make after the vehicle purchase but before the first scheduled payment were deferred downpayments that had to be itemized in the RISC under Section 2982(a)(6). Because the buyer and the dealership agreed that he would pay half of his \$2,000 downpayment in installments after the date of the purchase, but the RISC stated that the buyer put down a single \$2,000 downpayment with no further installments, the appellate court agreed with the trial court that the dealership violated ASFA and concluded

that the trial court properly rescinded the RISC and awarded the buyer damages. See *Chavez v. Golden Auto Group, Inc.*, 2023 Cal. App. Unpub. LEXIS 4471 (Cal. App. August 1, 2023).

COMPLIANCE TIP

Our case of the month illustrates the importance of describing the terms of the transaction properly in your contract. This includes any deferred down payments that your customer has agreed to make after the vehicle purchase but before the first regularly scheduled payment. You should ensure that your contract is properly disclosing all of the specific items that you're required to disclose under federal and state law. Also, timing can be really important. For example, federal Truth in Lending disclosures must be provided to the consumer "prior to consummation" (a term the meaning of which can vary by

state, but will likely be the point at which the buyer becomes bound to proceed with the transaction). Federal disclosures, then, must be provided before the buyer signs on the dotted line. Does your state also have timing and/or presentation requirements? If so, do you know what they are, and are they and the federal requirement baked into your deal closing process?

So, there's this month's roundup! Stay legal, and we'll see you next month. ■

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How to Drive Success with Facebook Advertising for Car Dealerships

By Sean Toussi, CEO & co-founder, Glo3D.com

In the automotive industry, the influence of social media on car buying decisions is substantial. 44% of car buyers visit a dealership's social media accounts when deciding which automobile to purchase, and 38% of car shoppers rely on social media to assess the dealership's friendliness and professionalism. To effectively achieve advertising goals using Facebook advertising, dealerships must have specific requirements. Let's explore these requirements and gain insights into the automotive industry:

1. FACEBOOK PAGE

A Facebook Page is an essential tool for reaching your audience across both computers and mobile devices. It allows you to showcase your business information, engage with customers through posts and messages, run targeted advertisements to increase awareness and drive sales, and obtain valuable insights based on user actions.

Facebook Page helps car dealers build a brand and community value. Also, they can execute, monitor and review content performance and set specific permissions for their employees to help manage the dealership's page.

2. META BUSINESS MANAGER

Meta Business Manager enables advertisers to securely share assets, such as Facebook Pages, Instagram accounts, audience lists, or product catalogs, among multiple team members. It controls user access and permissions for ad accounts, pages, and apps while efficiently tracking ad spending through comprehensive overviews and detailed views.

3. META ADS MANAGER

Meta Ads Manager is a centralized platform that simplifies the creation, management, and tracking of ads across Facebook, Messenger, Instagram, and Audience Network. To create a successful

ad campaign, start by selecting a campaign objective, such as "Catalog Sales" to showcase inventory and generate sales or "Reach" to maximize ad visibility within your target audience. Understanding the three key components of a Facebook ad—Campaign, Ad Set, and Ad—is crucial. At the campaign level, define your advertising objective. Within the ad set, fine-tune your strategy by setting parameters like targeting, budget, and scheduling. Finally, the ad itself consists of creative visuals to captivate and engage your audience.

4. META PIXEL

By implementing the Meta Pixel on your website, you can target users who have visited your site with automotive inventory ads. The Meta Pixel tracks user actions, such as viewing specific vehicles or entering payment information, allowing for targeted ad delivery to potential customers more likely to purchase. To optimize the effectiveness of these ads, it is essential to integrate custom data events into different website pages. These events should include specific parameters, such as make, model, and year, to enhance the ad's relevance. Additionally, establishing a connection between your Facebook pixel and the catalog ensures seamless functionality for a successful advertising campaign.

5. VEHICLE CATALOGUE

A vehicle catalog is a comprehensive collection of product information for the inventory you want to advertise. While advertising your complete inventory is recommended for maximum exposure, you can also focus on specific subsets of your offerings using Vehicle Sets. Vehicle Sets allow you to curate particular groups of vehicles to feature in your ads. For example, you can create a Vehicle Catalog with your entire inventory and establish a Vehicle Set exclusively for advertising trucks, while another set can be dedicated to promoting vans.

The approach varies based on the dealership's size. For dealers with more than 50 vehicles, add inventory by creating and uploading a vehicle feed in Catalog Manager, ensuring all required fields are included. Utilize Vehicle Sets to group vehicles together. For smaller dealers with fewer than 50 vehicles, manually add vehicles to the Vehicle Catalog in Catalog Manager, providing the necessary details for each vehicle. Apart from the size of your car dealership, you need to associate a pixel or mobile SDK with the catalog for tracking and optimization.

6. ATTRIBUTION & OFFLINE EVENTS

Traditional marketing attribution tools often rely on cookies and last-click attribution, which may not provide a complete and accurate understanding of the impact of your ads on business outcomes. Gain valuable insights into the impact of your ads with Facebook Attribution, a powerful tool that measures and analyzes ad performance across multiple publishers, channels, and devices. Car dealers can understand the actual value of the ads and identify the most effective campaign strategies. Most dealers find a 90-day, even-credit model for vehicle sales effective, providing fair estimates across touchpoints. Also, you can combine Attribution with offline events to connect sales back to your advertising efforts. This integration lets you measure how Meta ads contribute to real-world outcomes, providing a comprehensive understanding of campaign effectiveness. ■

Sean Toussi serves as the CEO and co-founder of Glo3D.com. He is expert in new technology trends and the auto industry and is regularly featured in publications such as Forbes, Digital Dealer magazine, and UCD magazine. Additionally, he is a member of Forbes magazine's technology counsel, BoA of NY Auto museum and speaker at the UN economic forum and NIADA conferences.



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