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## FACEBOOK DYNAMIC INVENTORY ADS EXPLANATION

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## PURPOSE

Dynamically promote inventory listings on Facebook marketplace and network.

## OBJECTIVE

Drive traffic to inventory listings and pages and acquire leads on an ongoing basis.

## NOTE

To save on costs and since all inventory is listed on weissach.com, the Weissach account is used.

The screenshot shows a Facebook news feed interface. At the top, it says "Desktop News Feed" and "2 of 24". Below that, there's a refresh icon and a notification icon. The main ad is from "Weissach Group", marked as "Sponsored". The ad text reads: "Since 1980, we've been providing sales and service for sport cars and supercars. Shop at [Weissach.com](https://www.weissach.com). We have the perfect certified pre-owned sport car, new and pre-owned supercars, pre-owned Porsche vehicles, and other exotic luxury vehicles for sale. \*\*\*We also have out-of-town choices available for you.\*\*\*". Below the text are two image cards. The first card shows a white 2017 Lamborghini Aventador S Coupe with a price of CA\$399,900 and a "Shop Now" button. The second card shows a white 2019 Porsche Panamera 4 E-Hybrid with a price of CA\$136,900. At the bottom of the ad, there are "Like", "Comment", and "Share" buttons.

# What Has to Be Done in WP Admin

## FOR NEW LISTINGS

Complete the 'Facebook description' field.

This will help keep the inventory feed updated.

### Facebook description

White Finish with Ivory Interior. In 2020 there is more than one option if you're looking for an SUV, and depending on what you consider important, you will realize that there are many options available. But not all of them have a history dating back to 1970, and not many are focused on sheer opulence. This 2017 Range Rover Autobiography is a generous slice of the good life, that you can start driving now, and realize why this SUV is among the most popular not only because of its luxury features, but also its incredible off-road capabilities. Send us an email or visit us for a closer look at this fantastic Range Rover, our team of experts is ready to take care of you. One owner and carefully driven and maintained – this is a rare Autobiography LWB ready for luxurious driving. | EXTENDED WARRANTY: Available | CARFAX REPORT: Available | **\*\*LOCATED OUT-OF-TOWN? We have a number of out-of-town choices available for you. Contact us for more info.\*\***