



Dealer Teamwork Selected as a Subaru Certified Paid Search Program Partner



EDEN PRAIRIE, Minn. - Oct. 26, 2023 - [PRLog](#) -- Dealer Teamwork, a leading provider of SaaS technology and digital marketing services for the automotive industry, announced today its partnership with Subaru in the Subaru Certified Paid Search Advertising Program for its Subaru of America and Subaru Distributors Corp retailers.

Subaru announced the launch of the new Certified Paid Search Program on October 17, 2023 in pursuit of an innovative and coordinated approach to paid search that aligns with Subaru's search strategy to reduce competition and increase retailer efficiency.

Dealer Teamwork joins the Subaru Certified Paid Search Program leveraging its industry-leading patented digital marketing platform for automotive dealers, built to effectively automate vehicle merchandising with consistent and relevant digital advertising to increase speed to market and deliver the highest quality sales and service opportunities while driving down overall cost.

Dealer Teamwork offers paid search, dynamic vehicle offer pages, display advertising, remarketing, social media, video, and advanced SEO and LSEO suite solutions for individual Subaru retailers and retailer groups with the goal of customizing campaigns to align with business goals. All advertising offerings in the Subaru Certified Paid Search Program are SAF and SDC Co-Op eligible.

Subaru retailers are given the opportunity to harness the future of digital marketing in automotive with Dealer Teamwork's unified Total Search™ approach; the key to owning the most prominent digital real estate. With a designated team of certified experts committed to helping Subaru retailers dominate their unique market, Total Search™ delivers increased rank authority by maximizing online reach through a consolidated effort that combines SEM, SEO, and Social. The outcome is dynamic, relevant content that increases ROI with results proven to exceed performance when compared to industry standards and benchmarks.

"Being selected as a Subaru Certified Paid Search Program Provider is a testament to our team's dedication

to delivering innovative, results-driven digital marketing solutions and expertise in helping dealers succeed online. We are honored by the trust and confidence Subaru of America has placed in our patented solutions and our people, and equally as excited to partner with more Subaru retailers to drive growth for their dealerships." - Sean Stapleton, Co-Founder and CEO of Dealer Teamwork.

Subaru retailers can learn more about the new Dealer Teamworks partnership [here](#).

[About Dealer Teamwork:](#)

Dealer Teamwork provides automotive clients with superior digital marketing results by combining the scale and efficiency of a leading SaaS technology company with the strategic insights, best practices, and highest levels of customer support found in a world-class marketing agency. Dealer Teamwork's patented MPOP® platform combines automation and analytics capabilities to provide continuous data-driven optimization of digital advertising, merchandising, and rich content, across a full range of digital channels, delivering best-in-class digital marketing results to our automotive clients.

Dealer Teamwork is recognized as a 2023 Google Premier Partner for the sixth consecutive year, standing among the top 3% of Google Partners in the United States. Dealer Teamwork is a certified digital provider for 15[+] OEM brands, and exclusive Affinity Partner of the American International Automobile Dealers Association (AIADA), and is privileged to have many of the most successful automotive groups and dealerships as valued customers.

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Source	Dealer Teamwork
City/Town	Eden Prairie
State/Province	Minnesota
Country	United States
Industry	Automotive , Advertising , Marketing
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