



Dealer Teamwork Unveils Dynamic Creative Solutions, Simplifying High-Impact, OEM-Compliant Ad Generation for Auto Dealers

Product expansion amplifies effective digital advertising with comprehensive vehicle inventory-centric creative asset production and distribution, powered by patented MPOP® automation.

MINNEAPOLIS - Feb. 20, 2025 - [PRLog](#) -- Dealer Teamwork, an industry leader of digital marketing SaaS products and services in automotive, announced the launch of Dynamic Creative Solutions, a groundbreaking new product designed to streamline digital marketing efforts for car dealers. The product was launched for demonstration at the National Automobile Association (NADA) Show 2025 in New Orleans.

Dynamic Creative Solutions empowers dealerships to generate high-quality, brand-compliant digital advertising and website content with unprecedented speed and ease. By leveraging Dealer Teamwork's patented MPOP® technology, the platform automatically produces a comprehensive suite of engaging assets, including display ads, social media ads, website pages and banners, and connected TV (CTV) ads from an extensive library.

Key Features and Benefits:

- **Inventory-Driven Creativity:** Generate a full set of branded assets directly from MPOP offers and seamlessly update OEM and dealer-specific offers, incentives, rebates, and more with platform integration.
- **Rapid Asset Production:** Quickly create engaging campaigns without the need for extensive design resources.
- **Guaranteed Compliance:** Ensure all assets adhere to strict manufacturer branding guidelines.
- **Dynamic Content:** Adapt creative assets based on seasonality and region, ad strategies, and marketing campaigns based on changing inventory, conditions, performance, and customer preferences, ensuring relevance for each market.
- **Enhanced Targeting:** Deliver personalized messages to specific audiences with location-based creative adjustments.

The Integrated MPOP® Difference:

- Dynamic inventory, payment, pricing, savings, offer, incentive, and disclosure automation
- Optimized page content and ad generation
- Page projection and offer syndication
- Precision Spending™ campaign and budget management
- Ad data management and API
- Comprehensive analytics and AI
- Integrated with best-in-class Total Search™ SEM, Paid Social, SEO, and Local SEO solutions

"We are thrilled to introduce Dynamic Creative Solutions to the automotive market," said Jim Rogers, Chief Information Officer at Dealer Teamwork. "This innovative solution addresses the critical need for dealerships to rapidly produce high-quality, compliant content at scale. With Dynamic Creative Solutions, dealerships can maximize the impact of their digital marketing efforts while minimizing the time and resources required."

"At Dealer Teamwork, we're driven by a commitment to client success and delivering superior digital marketing results," said Sean Stapleton, Co-Founder and Chief Executive Officer. "Our patented MPOP® platform consistently fuels positive ROI for our clients that outperforms the competition, and with Dynamic Creative Solutions, we're taking another significant leap forward. This latest expansion deepens the effectiveness of advanced, data-driven campaigns across all digital channels—meeting the demands of today's online advertising landscape, including Google's dynamic creative requirements."

"We continue to anticipate the future of automotive digital advertising by regularly investing in our technology to stay ahead of evolving consumer expectations. Search engines are prioritizing dynamic and personalized experiences, and by leveraging MPOP, now with Dynamic Creative Solutions, Premium OTT/CTV Advertising Solutions, and Dynamic PMAX Campaigns working synergistically to strengthen market position. This powerful combination programmatically delivers compelling and contextually relevant, connected experiences across various platforms in near real-time, ensuring our dealers resonate with sophisticated consumers and maintain a competitive edge."

Dealer Teamwork has extended NADA Special pricing for a limited time. Visit dealerteamwork.com/products/dynamic-creative-solutions to learn more.

[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, proven best practices, and highest levels of customer support found in a world-class marketing agency.

Dealer Teamwork is recognized as a 2024 Google Premier Partner for the seventh consecutive year, standing among the top 3% of Google Partners in the United States. Dealer Teamwork is a certified digital provider for 15+ OEM programs, many of the most successful automotive dealerships and groups, and an exclusive Affinity Partner of the American International Automobile Dealers Association (AIADA).

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Source	Dealer Teamwork
City/Town	Minneapolis
State/Province	Minnesota
Country	United States
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