

Segment Search

OVERVIEW

Target segment shoppers on the Autotrader Search Results Page (SRP). Intent targeting: (All/New, CPO, or Used)

PACKAGE ELEMENTS

- Search Results Page (SRP): Segment Targeted
 - Desktop 300x600
 - Locked Leaderboard 728x90 + MMA 320x50
 - Superliner 728x200 + Mobile Superliner 306x435

