

How to Create Inline Banners

Inline Banners

A convenient way to integrate top-of-mind trends for your dealership seamlessly into your vehicle results pages. Think of these like a billboard in a high-traffic area!

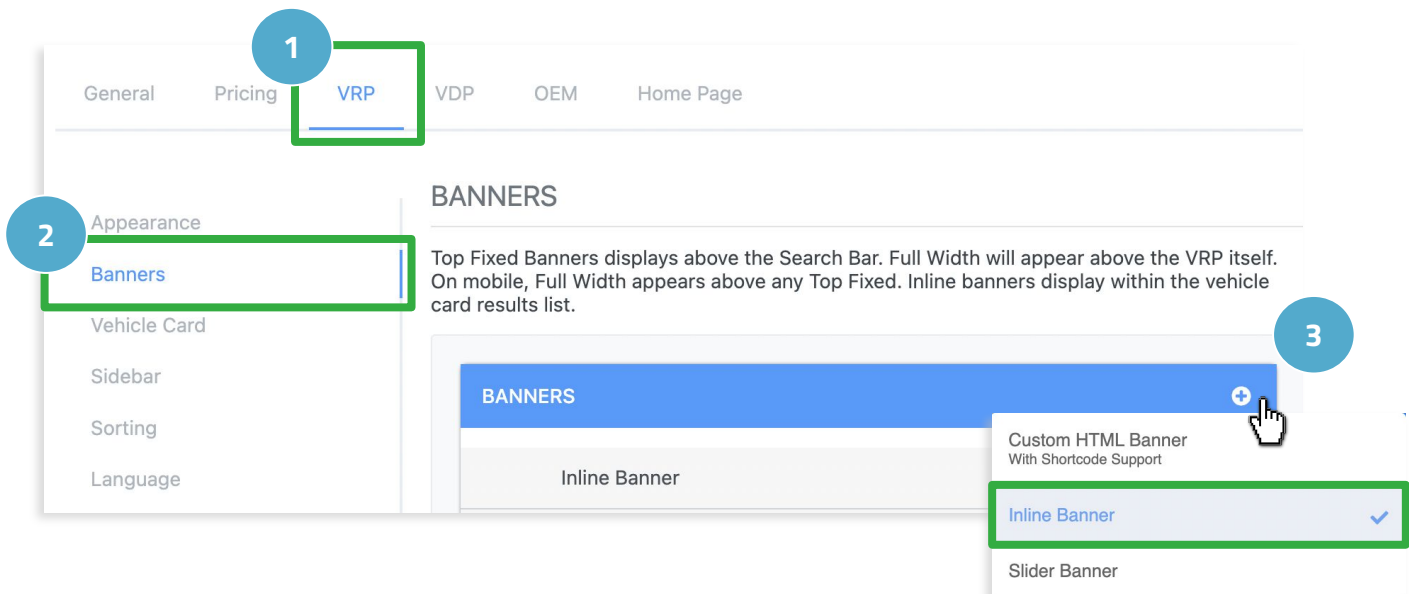
Use this to highlight promotions during holidays or drive trade-ins, for example.

How to Create Inline Banners

Log into your dealership website. In the backend, hover over **Inventory** in the header menu and select **Lightning Settings**. Or, hover over the **Dealer Inspire tab** on the left sidebar and click **Display Settings**.

Select the **VRP tab**, then **Banners**.

To create a new, click the **blue plus sign**  and select **Inline Banners**.



The screenshot shows the Dealer Inspire backend interface. At the top, there is a navigation menu with tabs: General, Pricing, VRP (1), VDP, OEM, and Home Page. The 'VRP' tab is highlighted with a green box and a blue circle containing the number 1. Below the navigation menu, there is a sidebar with the following options: Appearance, Banners (2), Vehicle Card, Sidebar, Sorting, and Language. The 'Banners' option is highlighted with a green box and a blue circle containing the number 2. The main content area is titled 'BANNERS' and contains the following text: 'Top Fixed Banners displays above the Search Bar. Full Width will appear above the VRP itself. On mobile, Full Width appears above any Top Fixed. Inline banners display within the vehicle card results list.' Below this text, there is a blue bar with the text 'BANNERS' and a blue plus sign (3). A dropdown menu is open, showing the following options: Custom HTML Banner With Shortcode Support, Inline Banner (3), and Slider Banner. The 'Inline Banner' option is highlighted with a green box and a blue circle containing the number 3.

1. Title
Add a title. This does not display on the front end and is for reference in the backend.

Banner Type
Select Standard Banner from the dropdown.

2. Banner Image
Upload an image from your media library. Ideal size is 700 x 1600px. Upload a mobile-friendly image.

3. Banner Image ALT
Describe your image.

Background Color
Customize the background.

Optional. Consider leaving this as is. The banner should speak for itself.

4. Header and Subheader
Add text to support your image and incentivize shoppers.

BANNERS

< Banners · Pre-Summer Event 2024


PRE-SUMMER EVENT 2024

Title

Banner Type

Standard Banner
v

Banner Image



16:9 aspect ratio is recommended for highest quality results

Mobile Banner Image

+
 SELECT SOURCE

Image for devices 767px and narrower. If not provided, the Banner Image will display on mobile.

Banner Image ALT

Background Color

#

%

Heading

Subhead

Call to Action

Include CTA
>

Page Conditionals

Condition Type

Show On All Pages
v

Pages

Pages
>

Scheduling

Schedule For

Schedule For
>

Expires At

Expires At
>

5. CTA
Add a Form or a URL CTA to encourage dealers to take action

Use the URL CTA option to link out to a landing page.

6. Page Conditionals
Set which pages you'd like your banners to display on. Use the dropdown, then click into Pages.

We recommend keeping this field: "Show on All Pages"

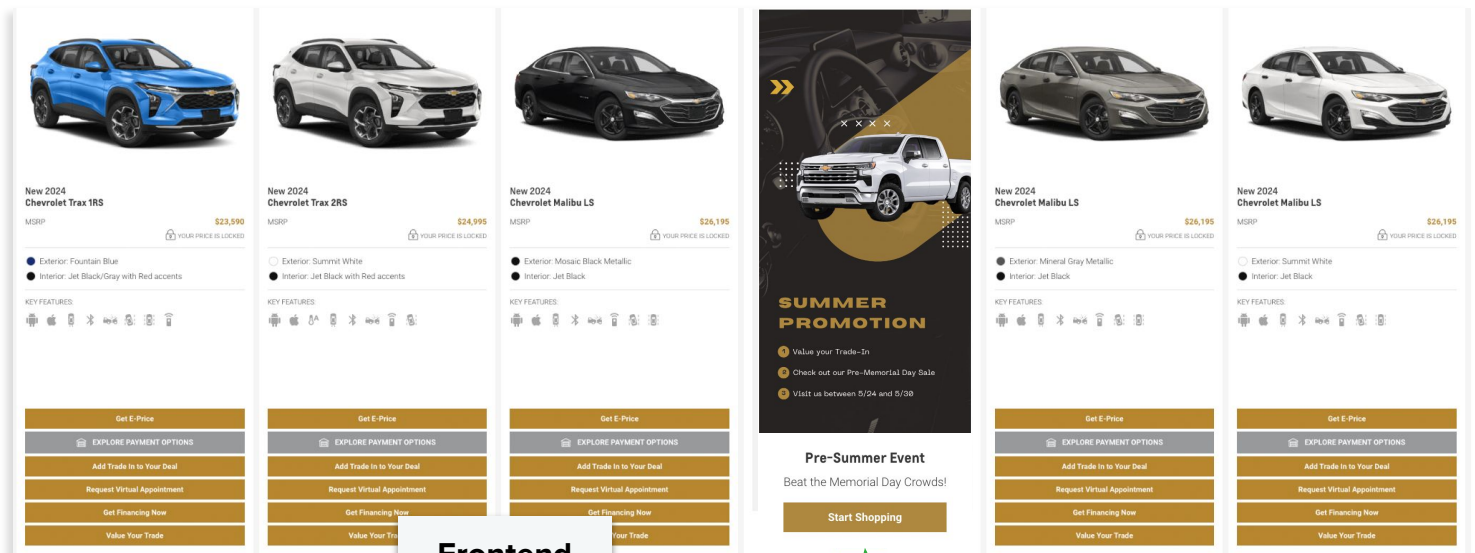
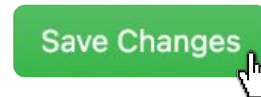
7. Scheduling
Set a schedule and expiration date. This is great if you have a time sensitive holiday promotion going on, and you want to set it and forget.

Click into either or both field to set your date.

For information on Managed Services creative assets for your banner, reach out to your Performance Manager.

Publishing the Banner

When you're ready for your banner to show on the frontend, select **Save Changes** and click your **dealership name** in the header menu.



Frontend

Inline Banner Example

Note, this guide walks you through how to create **Inline Banners** with images uploaded to your media library, using the Standard Banner option. For assistance with branded assets from Managed Services, reach out to your Performance Manager!

Interested in live training on inline banners? Reach out to trainers@dealerinspire.com!