

### INTEGRATE TRENDS INTO VRPS

## 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**.

General Pricing VRP	VDP OEM Home Page		
Appearance	BANNERS		
Denmon	Top Fixed Banners displays above the Search Bar. Fi	ull Width will appear above the VRP itself.	
Banners	On mobile, Full Width appears above any Top Fixed.	. Inline banners display within the vehicle	
Vehicle Card	On mobile, Full Width appears above any Top Fixed. card results list.	. Inline banners display within the vehicle	3
Vehicle Card Sidebar	On mobile, Full Width appears above any Top Fixed. card results list.	. Inline banners display within the vehicle ↔ n	3
Vehicle Card Sidebar Sorting	On mobile, Full Width appears above any Top Fixed. card results list.	. Inline banners display within the vehicle	3
Vehicle Card Sidebar	On mobile, Full Width appears above any Top Fixed. card results list.	. Inline banners display within the vehicle	e



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Banners • Pre-Summer Event 2024

#### 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.



# 5. Call to Action Include CTA Page Conditionals Condition Type Show On All Pages Scheduling Schedule For Expires At

#### 5. CTA

Add a Form or a URL CTA to encourage shoppers to take action

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

#### 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.



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!

