

OEM Commerce Ad: Multi-Model

What is it?

Sponsored
 **TOYOTA**

Copy that's 60 characters and includes link to [Learn more](#) ↗





2024 Toyota 4-Runner
\$40,705



2024 Toyota Camry
\$26,420



2024 Toyota Corolla
\$22,050

Sponsored
 **TOYOTA**

Copy that's 60 characters and includes link to [Learn more](#) ↗



2024 Toyota Highlander



2024 Toyota 4-Runner
\$40,705



2024 Toyota Camry
\$26,420

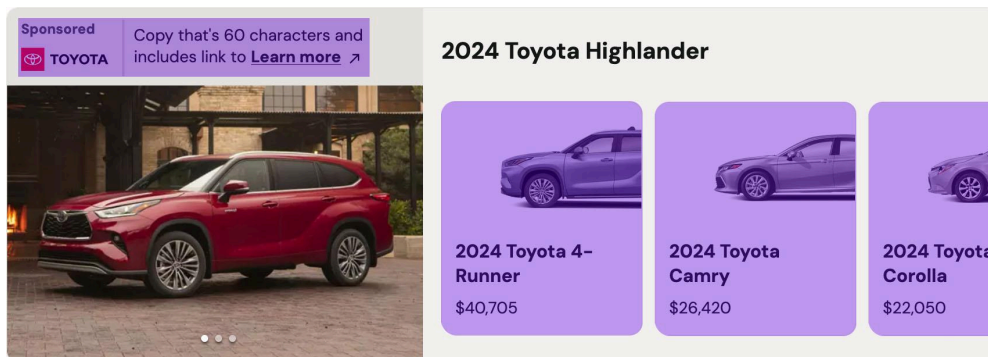
The Multi-Model OEM Commerce Ad is a native ad that displays in-line with Marketplace search results. It is aimed at driving relevant interactions for shoppers and advertisers alike.

Designed to allow an OEM to tell a brand story plus highlight key relevant shopping information about a family of models or multiple trims, the Multi-Model OEM Commerce Ad features a slideshow with up to three images and a carousel with up to six individual cards. Each carousel card contains separate click outs to learn more and drive to OEM.com, giving shoppers the choice to go to OEM.com or an appropriate Marketplace page.

The Multi-Model OEM Commerce Ad allows full customization of imagery & messaging, with up to seven separate links to drive key brand actions, right from a Marketplace inventory search.

What Is clickable?

Advertisers can implement up to seven separate clickouts: the OEM logo, main copy and CTA; and 3-6 individual cards, each of which supports a unique click destination.

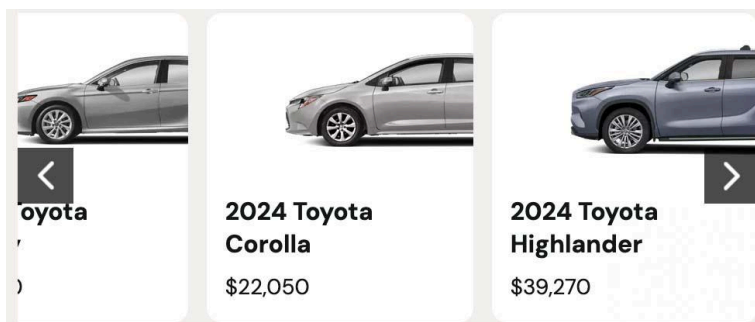


User Navigable Slide Show and Cards

The OEM provided brand slideshow autoplays, advancing between up to three slides. (If only one image is provided, the slideshow will initialize as a static image; autoplay will be disabled, and navigation will not display.) The user can jump between slides using the dot navigation in the lower portion, or advance forward or back using the navigation arrows that appear on hover:



The vehicle cards appear in a Multi-Model carousel which can also be navigated forward or back via swipe or arrows that appear on hover:



Call-to-action & click destinations

The CTA can be customized. We suggest “Learn more.” Each card supports a unique click destination, such as model-specific OEM.com content, or Cars.com research pages.

Character limits

- Main copy + CTA: 60 characters
- Headline (above the card carousel): 45 characters
- Card Title: 32 characters
- Card Body: 20 characters (we highly recommend MSRP)

*Note: While we envision the cards will highlight a family of models within a brand, other uses, such as **trims of a single model, are acceptable**. Please be advised however, that the 32 character maximum is firm; it is intended to limit the text to two lines. Text exceeding that limit, and which would otherwise break to three lines will be truncated with an ellipsis.*

Headline

User-customizable, 45 character limit

Main copy + CTA

User-customizable body text with bold call-to-action. Combined, those cannot exceed 60 characters.

Images

- Main slideshow image(s): Will be displayed at 3:2 aspect ratio. JPEG or PNG are acceptable. We recommend 500x333 pixels or more. If only one main image is used, the slideshow function and navigation elements will not be present.
- Card images: PNG against a transparent background required. Note that a portion of the image is clipped off the card's right edge, creating a 'driving in' effect. For this reason, we strongly urge the use of left-facing side-view images. Rendered size is 200x112, but we would prefer to downsample from a larger source.

Tracking assets

- Full support for standard and Javascript tracking tags
- up to 7 click commands or URLs

Initial version 10/09/2024

Update 12/19/2024: fixed typo in image aspect ratio. Was listed as 4:3 but is actually 3:2