



BT App Sponsorship

Put your brand in front of every app user in your DMA.

Here's how it works:

- 1 Select the DMA in which you would like to sponsor the app.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ads.
- 3 Your ads will be served during every search and at the top of every search results page.
- 4 Watch your branding, website traffic, foot traffic, leads, and sales grow!

Distinguished Branding

On average
16,000 monthly impressions

Get
2X the CTR of a standard display ad

Sold:

- 1 Dealer per DMA
- 59 Designated Market Areas (DMA)
- 100% Share of Voice (SOV)