



IN PARTNERSHIP WITH

motorsales.ai
DEALER OS

FOR UK INDEPENDENT CAR DEALERS

Stop losing sales to dealers who **advertise smarter.**

Outbound Digital runs vehicle-first Meta advertising for used car dealers. Every lead lands in motorsales.ai, ready to quote and finance. More stock shifted, higher finance penetration, monthly targets hit without cutting margins.

Meta advertising

Lead generation

Vehicle-first ads

Full management

• **Connected to motorsales.ai**





01 • THE PROBLEM

Most dealerships are leaving money **on the table.**

Relying on third-party marketplaces alone isn't enough anymore. If you're not running targeted social ads, you're handing sales to the dealers who are.

Stock sitting 45+ days

Aged stock kills margins. The longer it sits, the more it costs you.

Over-relying on AutoTrader

One platform means one point of failure, and rising listing costs with no guaranteed return.

Cutting prices to shift units

Discounting to move aged stock erodes your profit on every deal.

Low finance penetration

If customers aren't choosing finance, you're missing your biggest margin opportunity.

Inconsistent monthly sales

Feast and famine cycles make it impossible to plan, staff or grow.

Leads that don't convert

Generic Facebook leads waste your time. You need buyers who are ready to buy, on finance.

THE POINT

**These aren't problems you live with.
They're problems we solve every day.**

02 · OUTBOUND DIGITAL

A performance agency built for car dealers.

Outbound Digital specialises in Meta (Facebook and Instagram) advertising for used car dealerships and finance brokers across the UK. Not a generalist agency that dabbles in automotive. This is all we do.

We understand your world: fast-changing stock, FCA compliance, the pressure of end-of-month targets, and why a £150 cost per sale matters more than vanity metrics.

01

8+ years

of automotive marketing
experience

02

Vehicle first

Every campaign is built around
your cars

03

Full management

Ads, landing pages, CRM,
reporting. All included.

03 · THE PARTNERSHIP

Ads by Outbound Digital. Deals by motorsales.ai.

Every enquiry Outbound Digital generates lands in your motorsales.ai Enquiry Hub with the vehicle attached. Reply on WhatsApp, quote PCP or HP in one click and send the application to your lender panel, all from one place. Nothing is re-keyed and nothing is lost between the ad and the sale.

Meta ad

Landing page

Enquiry Hub

Lending Hub

Paid out

Outbound Digital manages the first two steps.
motorsales.ai runs the rest.

04 • PROOF

Real dealers. Real numbers.

Cheshire dealership: 30 to 100+ deals a month.

We have worked with this dealer for over two years. For the last six months they have done over 100 deals a month as a business.

FEBRUARY 2026 PERFORMANCE

2,050

leads · £6.69 cost per lead

184

approvals · £74.53 cost per approval

60

sales · £228 cost per sale

Barnsley dealership: from 0 to 5 sales.

This dealer had never run Facebook ads before. Within their first month of working with us they had a fully active lead-gen system generating qualified finance enquiries from day one.

FEBRUARY 2026 PERFORMANCE

311

leads · £2.46 cost per lead

63

approvals · £12.14 cost per approval

5

sales · £152.94 cost per sale



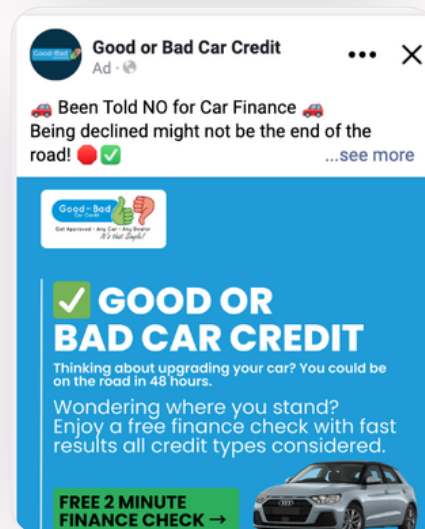
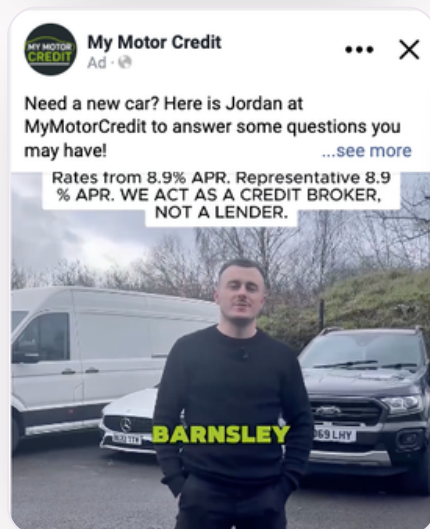
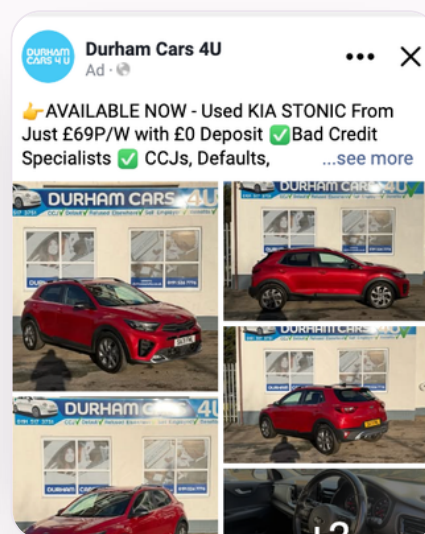
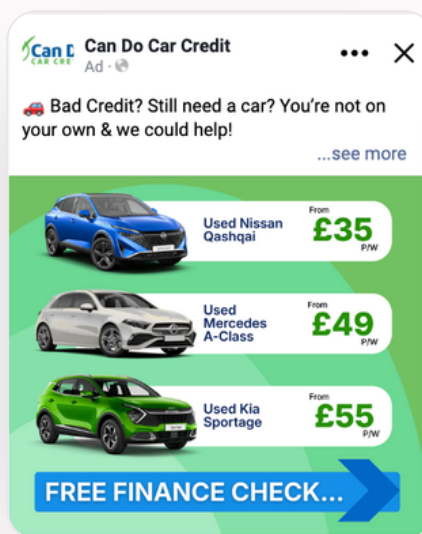
Why cost per sale is the number that matters. Leads are cheap to buy and easy to waste. Approvals and paid-out deals are what pay the wages. Every campaign is reported against the deal, not the click.

Figures are Outbound Digital client results for February 2026. Past performance is not a guarantee of future results. Finance is subject to status and lender approval.

05 • CREATIVE

Your stock. In front of buyers.

Vehicle-first ads built from your live stock: real cars, real monthly figures, a free finance check as the hook.

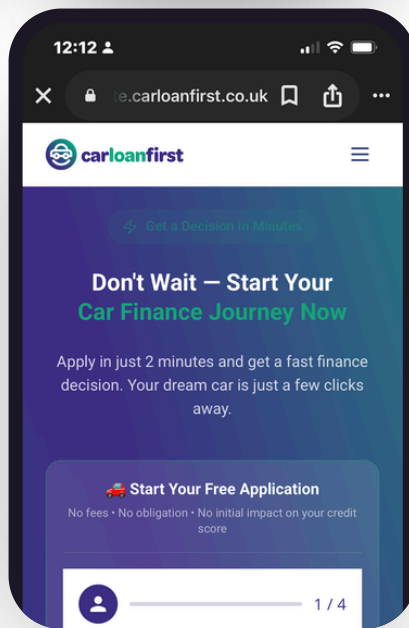
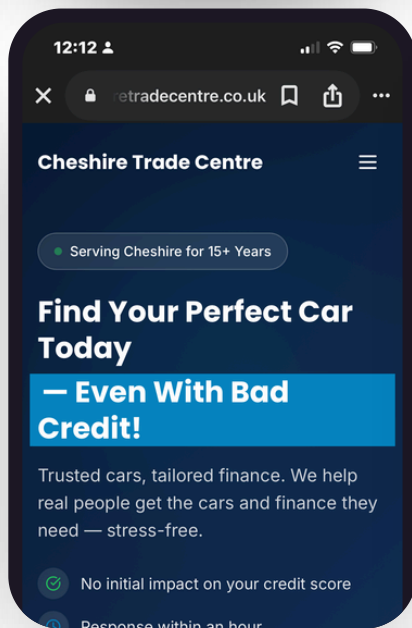
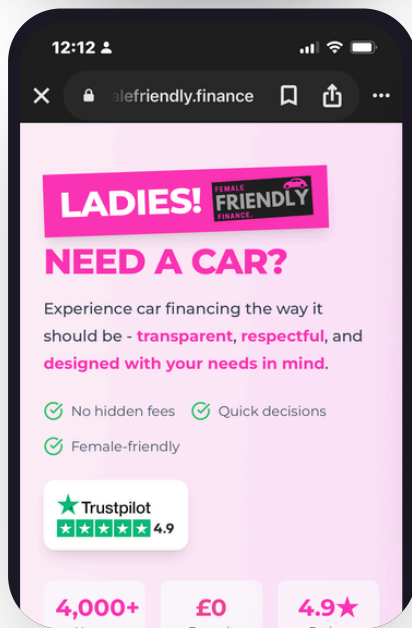
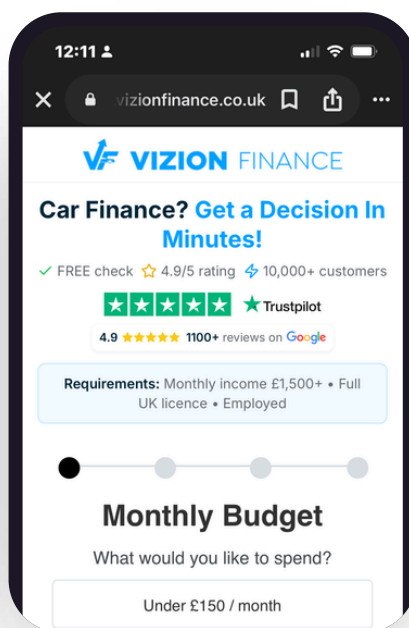
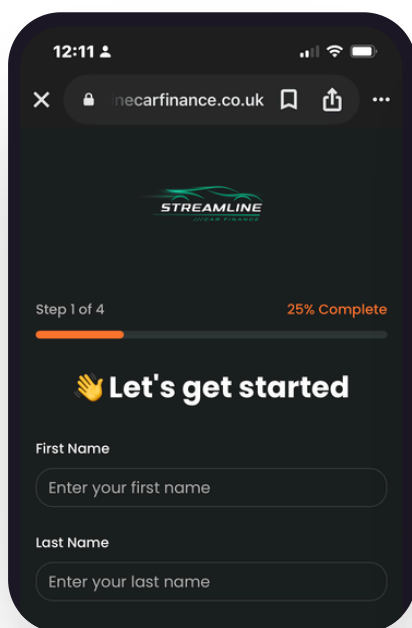


Live client creative shown with dealer permission. Finance figures in the ads are those dealers' own representative examples at the time of running.

06 • CONVERSION

We build the landing pages too. Every one feeds motorsales.ai.

Mobile-first finance pages, soft-search friendly, built to turn a click into a qualified enquiry. Each submission arrives in your Enquiry Hub with the customer, the car and the finance intent already captured.



07 · THE SERVICE

Everything you need to generate leads and close sales.

One monthly fee. No hidden extras. Here's exactly what's included.

FROM OUTBOUND DIGITAL

- ✓ **Meta campaign management** on Facebook and Instagram, set up and optimised weekly
- ✓ **Vehicle-first ad creative** built from your live stock feed
- ✓ **Finance landing pages** designed, hosted and tested for you
- ✓ **Lead qualification** so your team only sees buyers who are ready to buy, on finance
- ✓ **Monthly reporting** against leads, approvals and cost per sale
- ✓ **FCA-aware copy** with representative examples handled correctly

INSIDE MOTORSALES.AI

- ✓ **Enquiry Hub:** every ad lead in one inbox with WhatsApp, SMS and email
- ✓ **Lending Hub:** quote PCP or HP and submit to your lender panel in one click
- ✓ **Source reporting** so you can see exactly which campaigns pay
- ✓ **Mobile app** for the forecourt, the auction or the sofa
- ✓ **Free onboarding** and a dedicated dealer success team
- ✓ **No minimum term**, 30-day rolling

DEALER LITE PACKAGE

Scan to see pricing for the Dealer Lite package.

Or go to outbounddigital.co.uk/pricing. motorsales.ai Essentials is £149/month + VAT and billed separately.





motorsales.ai

NEXT STEP

Be the dealer who replies first and secures the finance deal.

If you have any questions, or you're ready to go, get in touch. We'll set the campaigns up, connect them to motorsales.ai and have you live within days.

Book a call with Outbound Digital

Book a 15-minute motorsales.ai demo

OUTBOUND DIGITAL

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MOTORSALLES.AI

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Outbound Digital Limited is an independent marketing agency. motorsales.ai is a trading name of Auto Finance Technology Ltd, registered in England 15121835. Finance is subject to status and lender approval. Screens show live client campaigns and the motorsales.ai platform.
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