

The Google Vehicle Ads Dilemma

Are you working with an automotive specialist, or a "set-and-forget" generalist?

GVAs excel at reaching active buyers. Consequently, companies such as automotive website providers now bundle them as a basic add-on, lacking the deep specialisation needed to truly maximise results.

The problem

Most agencies use a "set-and-forget" approach—linking your stock feed to Google's automated system and walking away. This lets automation run blind, burning your budget on non-sales tyre kickers or buyers who already know your name.

The Localise difference

We don't just "run" Google ads. We live entirely in the automotive retail space. Because we manage more GVA- only campaigns than anyone else in the business, our hands-on support means you are backed by real car retail experts who know exactly how to move cars off your forecourt.

The 10-point dealership audit checklist

What to ask an agency	What it actually means	Why it matters for your bottom line
1.VFSP Approved Partner? 	Vehicle Feed Service Provider. A strict, official technical accreditation given directly by Google.	Unlike many companies offering GVA, Localise passed Google's strict live-feed data tests. Google actively recommends us, giving us exclusive HQ access and training to maximise performance.
2.Google Ads Approved Partner?	The official stamp of approval given to verified professional advertising agencies.	Guarantees they manage significant monthly ad spend and are recognised by Google for keeping accounts optimised and performing.
3.Custom labels & stock rules?	Grouping and tagging your live cars strategically behind the scenes instead of throwing them into one big pile.	Many companies treat a £50k SUV the same as a £5k hatchback. We create rules so your highest-margin stock or older vehicles get prioritised exposure.
4.Brand search protection?	Actively blocking your vehicle ads from triggering when someone types your exact dealership name.	Customers searching your dealership name are already looking for you. Generalists let Google charge you these clicks; we block this waste.
5.Core automation fine-tuning	Filtering out the budget-wasting networks hidden inside Google's default automated systems.	Google's system loves to display your cars on random mobile gaming apps and junk websites. We heavily restrict ads to show only to high-intent buyers.
6.Bespoke GA4 & GTM setup?	Custom GA4 event tracking configured using GTM for Google Vehicle Ads.	Tracks the actions that matter most, giving you accurate data to optimise Google Vehicle Ads and improve results.
7.Enhanced conversions?	Securely sends encrypted customer data to Google after a lead is submitted.	Improves conversion tracking accuracy, helping Google optimise your campaigns more effectively.
8.AI conversion weighting?	Importing accurate conversion goals and assigning different "weights" or values to them based on priority.	Without weighting, Google treats a low-value page view the same as a finance application. We feed Google precise values so the AI optimises for high-value sales leads, not junk.
9.Full ecosystem integration?	Connecting your ad platform directly to your website builder, live chat tool, and call tracking software.	We work closely with your technical providers (like your website or chat provider) to ensure every phone call, text, or email lead is perfectly tracked to GVA.
10.Segmented ad campaigns & live reporting?	Breaking live ads down cleanly by category (Body Type, Price) paired with transparent 24/7 reporting dashboards.	Target high-intent searches (e.g., "SUVs under £25k") and track results instantly. See exactly which specific vehicles generated leads by Reg, Make, and Model at a click.