



Reach Your Target Audience with Permit2Drive and Google Ads

Permit2Drive is a mobile app that helps families track supervised driving hours for learner drivers.



How Permit2Drive Helps You Reach the Right Audience

- **Highly targeted audience:** learner drivers, first-time car buyers, and parents.
- **Relevant timing:** users are already thinking about driving, cars, insurance, and related services.
- **Better experience:** relevant ads feel more useful than generic ads.
- **Local opportunity:** reach families with local Google Ads targeting.



Best-Fit Businesses

- Auto dealers
- Insurance agents / carriers
- Driving schools
- Credit unions / banks
- Auto repair, tires, and maintenance
- Other family-focused local businesses



How Google Ads Placement Works

1



Create a Google Ads campaign for Display or app placements.



2



Set your area and prioritize mobile.



3



Search for Permit2Drive as an app placement.



4



Launch, measure, and optimize results.



Where Ads May Appear

Permit2Drive includes banner ads during drives and interstitial ads after drives, with delivery managed through Google Ads.



Why It Works for Your Business

- Reach families at a meaningful moment.
- Promote safe first cars, insurance, financing, lessons, or maintenance.
- Support a trusted, relevant ad experience.



Important to Know

- Google manages delivery through an auction.
- Impressions are not guaranteed.
- Results depend on bid, budget, relevance, privacy settings, and inventory.



Interested in trying it?

If you already use Google Ads, your team or agency may be able to get started quickly. If you have questions, reach out to us at info@Permit2Drive.com



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