

# Digital Certified Advertising Program



Core Package

Signature Package

Gold Package

| Digital Advertising Pricing & Packaging      | \$689/mo* | \$1,139/mo* | \$1,489/mo* |
|----------------------------------------------|-----------|-------------|-------------|
| Dynamic Call Tracking (Usage Not Included)   | X         | X           | X           |
| Dedicated Account Strategist                 | X         | X           | X           |
| Advanced Executive Marketing Dashboard       | X         | X           | X           |
| Inventory Specific Ad Campaigns - Google     | X         | X           | X           |
| Custom Foundation Campaign - Google          | X         | X           | X           |
| Inventory Specific Ad Campaigns - Yahoo/Bing |           | X           | X           |
| Custom Foundation Campaign - Yahoo/Bing      |           | X           | X           |
| Advanced Retargeting                         |           |             | X           |
| Dealer Brand Display Advertising             |           |             | X           |
| YouTube Video Pre-Roll                       |           |             | X           |

Package A

Package B

Package C

| Add-On Packages                            | \$349/mo*             | \$549/mo*              | \$749/mo*              |
|--------------------------------------------|-----------------------|------------------------|------------------------|
| Used Car Custom & Dynamic Search Marketing | X                     | X                      | X                      |
| Dynamic Inventory Facebook Advertising     | X                     | X                      | X                      |
| Display Advertising Banner Creation        | (1 Additional Set/mo) | (2 Additional Sets/mo) | (3 Additional Sets/mo) |
| Custom Landing Page Creation               |                       | (1 Page/mo)            | (2 Pages/mo)           |
| Service & Parts Custom Search Marketing    |                       |                        | X                      |
| Service & Parts Remarketing                |                       |                        | X                      |
| Service & Parts Display Advertising        |                       |                        | X                      |

## A La Carte Add-Ons

CAR0i \$499

\*Plus Usage

\*\*Dealer Must Provide Video

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