

Digital Advertising Packages & Pricing



Digital
Certified Solutions



A key component of your dealership's digital marketing strategy.

Our digital marketing system is KIA's most advanced marketing platform, built around three core marketing principals:

- **Flexibility** – Customized marketing solutions crafted to meet your dealership's individual goals.
- **Technology** – A precise, data driven system managed by Certified Marketing Professionals.
- **Transparency** – From flat rate fees to complete account access, KIA dealers can see every dollar spent and every dollar earned*, leading to the highest levels of performance.

	Core Package	Signature Package	Gold Package
Features			
Dynamic Call Tracking (Usage Not Included)	×	×	×
Dedicated Account Strategist	×	×	×
Advanced Executive Marketing Dashboard	×	×	×
Inventory Specific Ad Campaigns - Google	×	×	×
Custom Foundation Campaign - Google	×	×	×
Inventory Specific Ad Campaigns - Yahoo/Bing		×	×
Custom Foundation Campaign - Yahoo/Bing		×	×
Advanced Retargeting			×
Dealer Brand Display Advertising			×
YouTube Video Pre-Roll			×
Flat rate monthly management fee!			
<i>*Advertising spend not included</i>	\$689* per month	\$1139* per month	\$1489* per month

*For KIA Dealers on the Dealer eProcess website platform, we also offer CAROi, an advanced marketing tracking system that can link paid search and website leads to actual sales and profits. This allows for true optimization of your digital marketing campaigns, where your Dedicated Account Strategist can focus on spending your money on the campaigns and networks that generate the most revenue. CAROi is the only system in the industry that can tell you how much money you are making off of the money you are spending. Call us today to learn more!