



DealerOn Digital Advertising

	Basic \$1,995/mo	Premium \$4,995/mo	Elite \$9,995+/mo
Google AdWords Certified Account Manager	✓	✓	✓
24/7 Online Reporting	✓	✓	✓
Google Analytics Integrated Reporting	✓	✓	✓
Mobile-Optimized Campaigns	✓	✓	✓
Keyword Level Call Tracking	✓	✓	✓
Campaigns for Brands, Models and Vehicles	✓	✓	✓
Dynamic Retargeting		✓	✓
Display Advertising		✓	✓
Custom Banner Ad Creation		✓	✓
Dynamic Inventory Search Ads			✓
Video Pre-Roll Advertising			✓
Social Advertising			✓

Feature Descriptions:

Google AdWords Certified Account Manager – All of DealerOn’s Digital Advertising Consultants are both Google Analytics and AdWords certified, so they can answer any questions and explain the methodology and results from our SEM services.

24/7 Online Reporting – DealerOn’s reporting is online (although monthly automated email reports are available), so that dealers have real-time access to their results.

Google Analytics Integrated Reporting -- DealerOn’s SEM reporting fully integrates with our Google Analytics website reporting to show dealers complete, end-to-end SEM performance. Dealers can track website metrics such as bounce rate, conversion rate, calls, leads, time on site, or VDP views at the keyword, zip code, or campaign level if desired.

For questions, please contact the VIP Support Team at KiaDigital@KiaUSA.com

Mobile-Optimized Campaigns – DealerOn builds mobile-optimized, hyper-local and targeted campaigns to help your dealership precisely engage customers at different stages of the shopping funnel with contextually relevant ad copy. Campaigns are augmented by strategic bid adjustments based on the consumer’s location and device, using your dealership’s actual market and sales data from your DMS.

Keyword Level Call Tracking– DealerOn’s SEM services provides incredible transparency and clarity to dealers, even delivering Phone Call tracking at the Keyword level.

Campaigns for Brands, Models and Vehicles – DealerOn provides Kia dealers with individual SEM campaigns for their dealership brand, for each vehicle model, and for each piece of new or used inventory if the dealer so chooses.

Dynamic Retargeting – DealerOn provides dynamic retargeting for our dealers, meaning that when a consumer views a vehicle on a dealer’s site, the dynamic retargeting campaign can deliver an ad specific to that piece of inventory anywhere across Google’s Display network.

Display Ads– In support of our dealers’ Retargeting campaigns, DealerOn creates custom banners for all their retargeting ads.

Custom Banner Ad Creation – In support of our dealers’ Banner/Display campaigns, DealerOn creates custom ad banners for all their ads.

Social Advertising – Targeted social advertising augmented by available Polk segmentation in Facebook as well as sponsored timeline posts. View cross channel conversion tracking to see how social and other channels such as search work with one another.

Video Pre-Roll Advertising – With DealerOn’s video Pre-Roll ads, you can take your message to audiences on YouTube with targeted ads. You can also remarket to consumers with specific, relevant messages to keep you fresh in their minds during the shopping cycle.

DealerOn Fixed Ops Digital Advertising

	Basic \$1,000/mo	Premium \$2,500/mo	Elite \$5,000/mo
Google AdWords Certified Account Manager	✓	✓	✓
24/7 Online Reporting	✓	✓	✓
Google Analytics Integrated Reporting	✓	✓	✓
Keyword Level Call Tracking	✓	✓	✓
Mobile Targeting	✓	✓	✓
Campaigns for OEM Parts and Services	✓	✓	✓
Retargeted Display Ads		✓	✓
Custom Banner Ad Creation			✓
Fixed Ops SEM Landing Pages			✓

Feature Descriptions:

Google AdWords Certified Account Manager – All of DealerOn’s Digital Advertising Consultants are both Google Analytics and AdWords certified, so they can answer any questions and explain the methodology and results from our SEM services.

24/7 Online Reporting – DealerOn’s reporting is online (although monthly automated email reports are available), so that dealers have real-time access to their results.

Google Analytics Integrated Reporting -- DealerOn’s SEM reporting fully integrates with our Google Analytics website reporting to show dealers complete, end-to-end SEM performance. Dealers can track website metrics such as bounce rate, conversion rate, calls, leads, time on site, or VDP views at the keyword, zip code, or campaign level if desired.

Mobile-Optimized Campaigns – DealerOn builds mobile-optimized, hyper-local and targeted campaigns to help your dealership precisely engage customers at different stages of the shopping funnel with contextually relevant ad copy. Campaigns are augmented by strategic bid adjustments based on the consumer’s location and device, using your dealership’s actual market and service department data from your DMS.

Keyword Level Call Tracking– DealerOn’s SEM services provides incredible transparency and clarity to dealers, even delivering Phone Call tracking at the Keyword level.

For questions, please contact the VIP Support Team at KiaDigital@KiaUSA.com

Campaigns for OEM Parts and Services – Hyper-target customers in your market with local ads and custom offers to increase fixed ops customer acquisition. Specially designed mobile strategy allows you to target potential customers from those who are researching or looking to schedule an appointment now. Our elite package also provides SEM focused landing pages to drive more conversions.

Retargeted Display Ads– In support of our dealers’ Retargeting campaigns, DealerOn creates custom banners for all their retargeting ads.

Custom Banner Ad Creation – In support of our dealers’ Banner/Display campaigns, DealerOn creates custom ad banners for all their ads.

Fixed Ops Landing Pages -- Drive higher conversions with Fixed Ops Landing pages that allow your customers to research common high volume categories such as tires, brakes, oil changes, batteries and general service and maintenance.

A-la-carte Upgrades

Custom Homepage Slider Design

\$749/mo

DealerOn provides up to 5 custom homepage slider ads per month to the dealer, optimized for desktop, tablet, and mobile for our Responsive Platform.

Elite SEO

\$2,300/mo

In addition to the powerful out of the box search engine optimization DealerOn customers receive as a part of our website platform, they may now add the Elite SEO Package to their efforts.

Each participating dealership will receive local optimization in 4 areas: 1) On site signals, 2) Off site signals, 3) Social media, and 4) Reputation management.

On site signals -- DealerOn conducts a content audit, then creates specific, targeted content for any products or services where content is needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per week.

Off-site signals -- DealerOn builds relevant links to the dealer's website, but with an additional focus on local links. A full citation audit is included, and all incorrect or incomplete Citations (mentions of Name, Address, and Phone number on other sites) are cleaned up. Our team continues to build a robust link and citation profile from month to month.

Social media management -- is also included in our Elite SEO service. Dealers receive daily posts on Facebook, Twitter, and Google Plus, with a focus on increasing local engagement with followers. Incoming comments or inquiries are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.

Reputation management -- is also included in the package. Our team consults with each dealer to build out an effective strategy for increasing positive online reviews, and review sites are monitored on a daily basis. DealerOn's team helps create appropriate responses to minimize damage from any negative reviews.

Dealers are kept up to date with the progress of our Elite SEO service with monthly report PDFs that clearly show important metrics for success. Dealers also have unlimited access to DealerOn's SEO team, and are able to call at any time during normal business hours.

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