

SmartAdvertising®

FOR KIA DEALERS



Sell More Cars with PureCars



Digital

It's simple, really: PureCars knows automotive. Everything we do, from our award-winning SmartAdvertising platform to our ability to target across all digital channels, is motivated by one goal: **to help you sell more cars.**

- **Take A Programmatic Approach:** Reach the right buyer, with the right vehicle, in the right location.
- **Don't Gamble With Your Budget:** SmartAdvertising replaces guesswork with strategy. Focus your ad spend where you'll get the most return.
- **Optimize Across Screens:** All screens. One solution. Your time is as valuable as your ad spend-- SmartAdvertising won't waste either.
- **Focus On the Buyer:** The PureCars Display Exchange is made up of thousands of the world's top websites. We'll put you where the buyers are.

PureCars + Kia Motors America

As a member of Kia Motors America's Certified Digital Advertising Program (DAP), we'll work directly with Kia to ensure our dealers are meeting the standards and guidelines of the program.

With our technology and Kia DAP's immediate access to available Co-Op funds, we'll handle the technical end so you can focus on what matters: maximizing ROI and driving your sales forward.

PACKAGES

CHANNEL	L \$1,000/MO	LX \$1,400/MO	EX \$1,800/MO	SX \$2,200/MO
Search <i>Campaign Types:</i> Brand, New, Regional, Retargeting, Used (Bing and Google)	X	X	X	X
Display <i>Campaign Types:</i> Behavioral, Retargeting, Contextual	X	X	X	X
Social <i>Campaign Types:</i> Awareness, Retargeting (Facebook and Waze)		CHOOSE ONE: Social or Video or Fixed Ops	CHOOSE ONE COMBO: Social + Video or Social + Fixed Ops or Fixed Ops + Video	INCLUDES: Social Video Fixed Ops
Video <i>Campaign Types:</i> Brand, Incentive (Youtube and Display)				
Fixed Ops <i>Campaign Types:</i> Brand, Incentive, Product Listing Ads, Retargeting (Facebook and Waze)				