

KIA DIGITAL Packages & Pricing

SHOWROOM LOGIC

Grow Market Share with a Transparent, Award-Winning Digital Marketing Partner

Showroom Logic uses data to create highly-targeted search engine marketing campaigns on Google, Bing, and other key networks that are specifically designed to meet Kia dealers' unique market, challenges and goals.

This laser-focused approach, managed by our award-winning team and technology platforms, will maximize your ROI by capturing more in-market shoppers *and* additional sales from your competition.



Digital Certified Solutions

Take advantage of 100% Co-Op reimbursement and enroll in the Kia Digital Advertising Program with an experienced, results-driven provider.

ENROLL NOW

Go To kiadigitalprogram.com/DigitalAd/Showroom

Digital Ad Packages

BASIC	PLUS	PREMIUM	ENTERPRISE
Paid Search (New): Google or Bing	Paid Search (New & CPO¹): Google & Bing Remarketing	Paid Search (New & CPO¹): Google & Bing Remarketing Conquest or Display Ads Dynamic Conversion Pages (optional)	Paid Search (New & CPO¹): Google & Bing Remarketing Conquest Display Ads Dynamic Conversion Pages (optional) Fixed Ops
Budget Requirements: \$2,000 Minimum Monthly Ad Spend	Budget Requirements: \$3,000 Minimum Monthly Ad Spend <i>Includes up to 2 Display Ads per month² - 8 ad sizes per creative -</i>	Budget Requirements: \$4,000 Minimum Monthly Ad Spend <i>Includes up to 4 Display Ads per month² - 8 ad sizes per creative -</i>	Budget Requirements: \$5,000 Minimum Monthly Ad Spend <i>Includes up to 6 Display Ads per month² - 8 ad sizes per creative -</i>
\$599/month	\$749/month	\$899/month	\$1,299/month

Stand-Alone

CONQUEST Can be added to any Digital Package <i>Expand Your Reach with Conquest (and Brand) Advertising on a Premium Network at a low, fixed CPC.</i> Budget Requirements: \$500 Minimum Monthly Ad Spend \$199/month
ZIPDRIVEN Target More Precisely Data-Driven Market Share Analysis Platform \$150/month

Add-Ons

BOOST Drive 30% More Shoppers with Dynamic Payment & Lease Info \$250/month	DCPs Increase Leads with Optimized Dynamic Conversion Pages (DCPs) \$150/month
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Video Packages

BASIC 2 Videos: 1 Brand, 1 Call-to-Action Budget Requirements: \$1,500 Minimum Monthly Ad Spend \$599/month	STANDARD 5 Videos: 1 Brand, 1 Call-to-Action, 3 New Car Offers Budget Requirements: \$2,000 Minimum Monthly Ad Spend \$850/month
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All dollar amounts are per month.

¹ Include Used (non-CPO) for \$500 per month minimum ad spend. Used (non-CPO) ad spend is not co-op eligible.

² Ala Carte Creative Services available for an additional \$199/mo - includes 2 Display Ads per month.

Trust In a Google Premier & Bing Elite Partner



2014 Google Innovator Award
 2015 Google Customer Satisfaction Award
 2015 Google Mobile Award - Automotive

Enroll Now at kiadigitalprogram.com/DigitalAd/Showroom

Questions? Call Us 1.800.768.1064 or Email Us info@showroomlogic.com