

PRECISION-DRIVEN MARKETING SOLUTIONS

DOMINATE THE ROAD WITH FORCE MARKETING. A KIA CERTIFIED PARTNER.

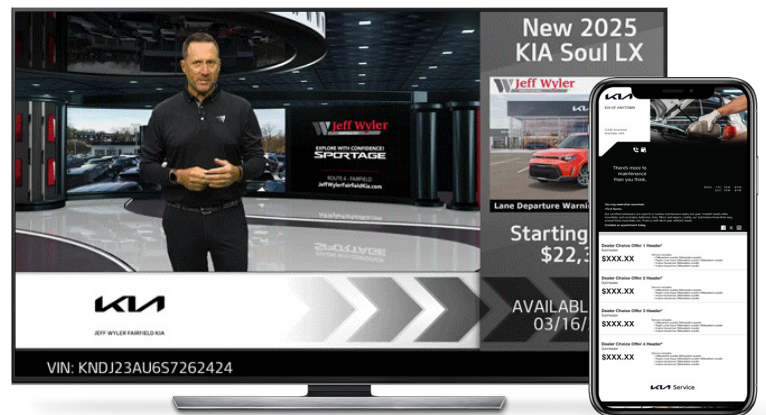
Find Out More: [Forcemktg.com/kia/](https://forcemktg.com/kia/)

As a certified partner, Force Marketing delivers tailored, data-driven advertising strategies that **elevate your brand, engage high-intent buyers, and drive performance**. Plus, Kia dealers can take advantage of **over 20 co-op eligible** products and services—ensuring your marketing dollars go further.



Software for daily inventory updates and monitoring. **Includes OTT/CTV and YouTube.**

- CTV Publisher List – TheTradeDesk, Amazon Ads, NBC and many more.
- Video pulls live dealer inventory directly into your creative.
- Video ads used for retargeting and targeting consumers based on **location, interests, and demographics through third-party data**. Audiences Include:
 - **1st Party** – DMS/CRM
 - **3rd Party** – Pre-Market, In-Market, etc.



PAID SEARCH With our paid search management, we help you generate more leads. Our strategy utilizes technology, data, and human management to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price. We also provide **best in class dynamic ads to make sure your inventory is always front and center.**

PAID MEDIA Software and management of paid media campaigns across Dig Ad publishers, including, Meta (**Facebook and Instagram**), Display/Retargeting, Performance Max, YouTube, **Demand Gen** and Programmatic. Campaigns include Dynamic Inventory where applicable.

ENTERPRISE SEO MARKETING
We offer 100% unique content that is optimized for search engines and tailored to your website’s needs. **Our SEO experts provide website content & user experience audits, schematic markup and citation building services, social media and ORM integration, custom landing pages, and real-time performance tracking.** Our unique account management system allows for a dedicated support team to review daily KPIs and ensure your account data is actionable.

ONLINE VIDEO MARKETING
Package includes:

- Pre-roll ads, including Amazon OLV, YouTube, and Demand Gen - Video, with Direct Advertisers, SSPs, Trading Desks, and Agencies competing for our publisher’s traffic through programmatic video ad buying.



SIMPLIFY YOUR CHOICES

Included in Each Package:

- Dedicated Account Management Team
- Real-Time Reporting
- Custom Creative
- Automated COOP and Compliance



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PRODUCT / SERVICE PACKAGE	DESCRIPTION	KIA DEALER PRICE
Paid Search	Software and management of paid search campaigns on Google and Microsoft. Includes Dynamic campaigns.	15%
Paid Media	Software and management of paid media campaigns across Dig Ad publishers, including, Meta (Facebook and Instagram), Display/Retargeting, Performance Max, YouTube, Demand Gen and Programmatic. Campaigns include Dynamic Inventory where applicable.	20%
DRIVE	Software for daily inventory updates and monitoring. Includes OTT/CTV and YouTube.	\$995
Streaming Media – OTT/CTV	Premium placement of streaming video, including Amazon. Includes store visit and sales attribution.	15%
Streaming Media – Audio	Premium placement of streaming audio. Includes store visit and sales attribution.	15%
Enterprise SEO	Onsite optimizations + custom content (up to 3 pages per month)	\$1,495
Banner/Special Creative	Includes up to 15 pieces of creative for specials and/or banners	\$795
Vehicle Listings	Management of inventory feed to display vehicles for sale on the dealership's Google Business Profile.	\$95
DMS Email	Up to 10,000 records, 1 Deployment, Fully Responsive, List Hygiene	\$495
Conquest Email	Conquest in-market customers, 1 Deployment, Fully Responsive, List Hygiene	\$1,700



PRODUCT / SERVICE PACKAGE	DESCRIPTION	KIA DEALER PRICE
Recapture Reanimate	CRM Lead Reanimation, CRM Lead Nurture Email, Dynamic Overlay	\$1,495
Recapture Resolve	Recapture Resolve Recapture Reanimate + Active Shopper Resolution (identity resolution of lost website shoppers not in the CRM), Active Shopper Nurture (nurture emails to reanimated leads & lost shoppers)	\$2,995
Recapture Retarget	Recapture Retarget Recapture Resolve + Active Shopper Conquest (dynamic emails to in-market auto-intenders), Active Shopper Direct (direct mail to active shoppers delivered within 2-5 business days of website visit)	\$4,495
Audience IQ	1st and 3rd party audience activation + omni-channel 1:1 attribution. Includes DMS integration.	\$995
Video Production	Videos built from OEM or Dealer Provided B-roll. Does not include on-site or custom video production. Includes 1 dealer edit/revision. Includes VO and Video Production for :15 or :30 Video. Can include foreign language campaigns.	\$695
Audio Production	Includes VO and Audio Production for :15 or :30 Digital Audio. Includes 1 dealer edit/revision. Can include foreign language campaigns.	\$395
atom DMS Integration Set-up (one time)	DMS Integration Set-up (one time)	\$750
atom Starter	Customer retention program. Unlimited email with up to 13 Triggered email communications. Daily response reporting. OEM-compliant creative templates. Includes Monthly DMS Integration. Requires one-time ATOM DMS Integration Set-up.	\$1,090
atom Basic	atom Starter + audience backfill direct marketing (small dealer, 0-1000 monthly RO volume)	\$1,840
atom Standard	atom Starter + audience backfill direct marketing (medium dealer, 1001-2000 monthly RO volume)	\$2,340
atom Premium	atom Starter + audience backfill direct marketing (large dealer, 2001-4000 monthly RO volume)	\$3,590
atom Ultimate	atom Starter + audience backfill direct marketing (x-large dealer, 4000+ monthly RO volume)	\$5,040
ServiceDRIVE	Software for personalized service marketing through video. Includes OTT/CTV and YouTube.	\$295

AUDIENCE   **atom**  **recapture**  **drive**  **conquest connect**

