

# Capture In-Market Shoppers with Leading Digital Advertising Technology



## Multiple Channels. One Platform. More Sales.

We distribute spend and tune ads to optimize for conversions and extend your budget.



### More Ads for Less Spend

Our high Google quality score means media discounts up to 40%, multiplying your impact for the same budget.



### Convert Your Traffic

The Netsertive platform contains thousands of negative keywords, so you don't waste ad spend on irrelevant searches.



### Co-Op Compliant

A Certified Provider for turnkey co-op with several OEMs and co-op compliant with others.

✓ Top-Tier Performance

✓ In-Program Provider

✓ Transparent Pricing

## Transform Your Digital Performance with Netsertive

Ready to learn more? Your Netsertive digital strategist will gather your needs and conduct a digital audit to plan the right mix of search, display retargeting, social, and video advertising for your dealership. Get in touch today!



# Let's Get Started

## Step 1. Consult With Us

Consult with a Netsertive representative to determine the best package, add-on, and digital investment to meet your unique business goals. Our multi-channel approach leverages our proprietary digital marketing intelligence platform that learns 24/7 from the successes of hundreds of dealerships. Our technology optimizes your campaigns automatically to give you the upper hand to win your local market.

Your Total Monthly Investment \$ \_\_\_\_\_

Search (all devices)  
 Display  
 Video  
 CTV/OTT  
 Landing Pages/SEO  
 Call Tracking  
 Social Media AIA



## Step 3. Choose an Add-On Package

(May Required Additional Media Spend)



### CTV Package (\$499/month)

Full service management and execution of in-market targeted video (OTT/CTV) advertising ("Video Advertising") includes creating and maintaining dealer video ads.

Some options include:

- Video Creative A/B testing
- Video Skins
- QR Code overlays
- Dynamic Content Revisioning
- Call Tracking



### Automotive Inventory Advertising (\$99/month \$250 one-time fee)

Inventory Feed creation to leverage KIA Dealer inventory catalogs to dynamically show in-market shoppers real-time inventory online.

## Step 2. Pick A Package

### Recommended Packages

Search | Display | Advanced Call Tracking | Promotions & Events

### Included with Every Campaign

Automated Campaign Tuning | Weekly Performance Reporting | 24/7 Access to Vendor Platform | Dedicated Client Success Team | Access to Premium Features

Package / Price	
Express	\$1,999/month
Excel	\$3,999/month
Expert	\$5,999/month
Flex	Design around your unique needs and budget.

\*Includes Digital funds

\*Excel and above also contain all components of the lesser package

\*Inventory fee may apply to certain campaigns

