

CLICK HERE DIGITAL

SERVICES & SOLUTIONS



**LET'S
CHAT**

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PAID SEARCH ADS

Click Here Digital can **drive incremental leads, sales, and site traffic** by getting in front of people who are actively searching on Google and other search engines.

Technology, especially data analytics, is at the heart of everything we do and **tracking what happens after the click** is some of the most important technology we deploy for our customers.

We are **not a set-it-and-forget-it agency**, because tracking leads, calls, store visits and actual sales is critical to understanding and optimizing your business.

We are a Google Premier Partner and have **over 30 years of experience** in automotive digital advertising.

Search

Shopping

Performance Max

Display

Video

PRICING
STARTING AT \$2,000
MEDIA SPEND + 20%
MGMT FEE



Subaru Near Me

Ad • local-subaru-retailer.com

Subaru Special Offers | Browse Inventory Now

The new 2023 Subaru Crosstrek starts at only \$24,995. Discover why Subaru holds the title to many prestigious awards, including five-time IntelliChoice Smart Choice Winner for Lowest Ownership Cost!

[Hours & Directions](#)

Get Directions to Your Nearest Subaru Retailer Now

[New Inventory Specials](#)

Explore Our Amazing Incentives and Save on a New Subaru Today!

[Lease Options](#)

Looking to Lease a New Subaru? Check Out Current Lease Offers

15% LOWER COST PER LEAD

when pairing Google Search ads with Performance Max Campaigns.

(Source: Click Here Digital internal automotive portfolio data, 2023 average)

Sponsored · Vehicles for sale



2023 Subaru Crosstrek...
\$34,589
 Used - 6k mi
 Retailer Name



2021 Subaru Crosstrek
\$26,998
 Used - 14k mi
 Retailer Name
 Location



2021 Subaru Crosstrek...
\$28,998
 Used - 42k mi
 Retailer Name
 Location



2024 Subaru Crosstrek...
\$28,150 MSRP
 New
 Retailer Name
 Location



2022 Subaru Crosstrek...
\$28,998
 Used - 18k mi
 Location

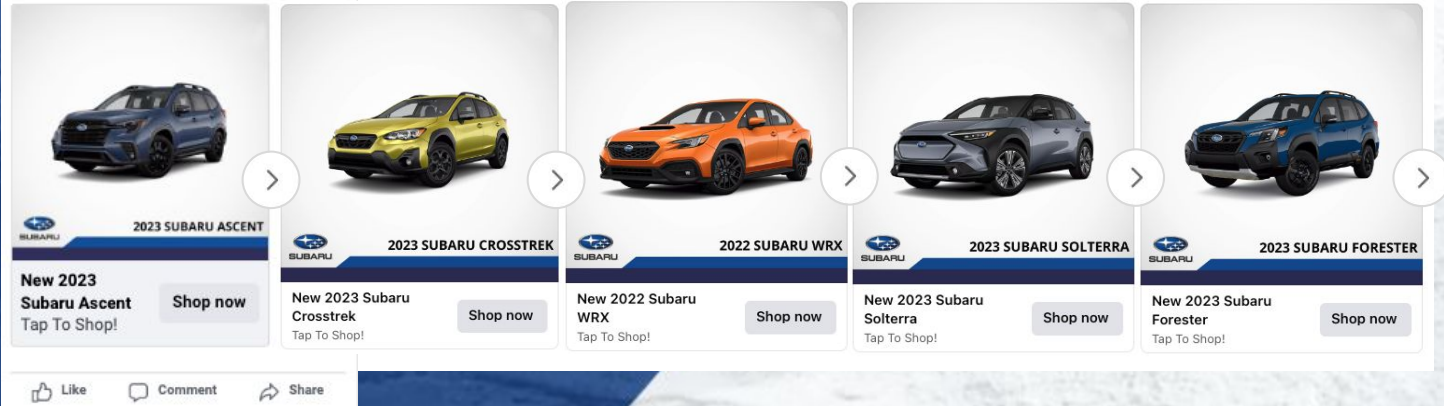
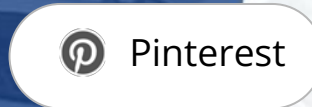
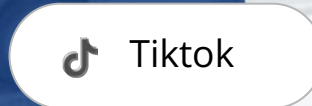
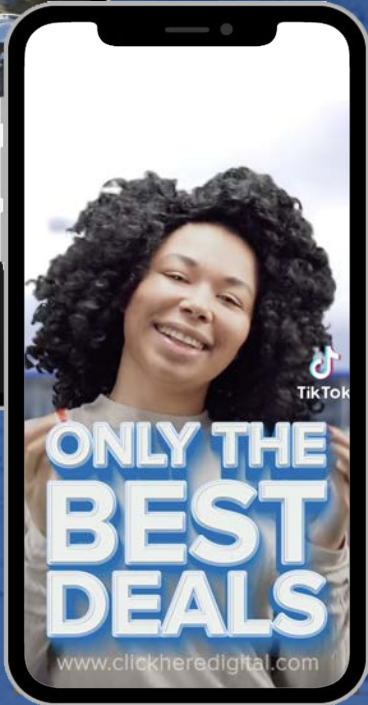


SOCIAL MEDIA ADS

Boost your visibility through social media advertising. Click Here Digital can run social ads through many platforms, including Facebook, Instagram (Meta), Tiktok, Twitter (X), and Pinterest.

Social media ads cover **full funnel strategy**, from Brand Awareness, consideration, down to the purchase and customer loyalty and retention.

Drive low-funnel and deep-linked traffic through inventory ads. Click Here Digital can segment by new, used, aged inventory, and more.



PRICING
STARTING AT \$1,000
MEDIA SPEND + 20%
MGMT FEE

4x LOWER COST-PER-CLICK

comparing social media to paid search advertising
(Source: Click Here Digital internal social media cost-per-click averages for Tier 3 Subaru retailers, 2023)

SEARCH ENGINE OPTIMIZATION

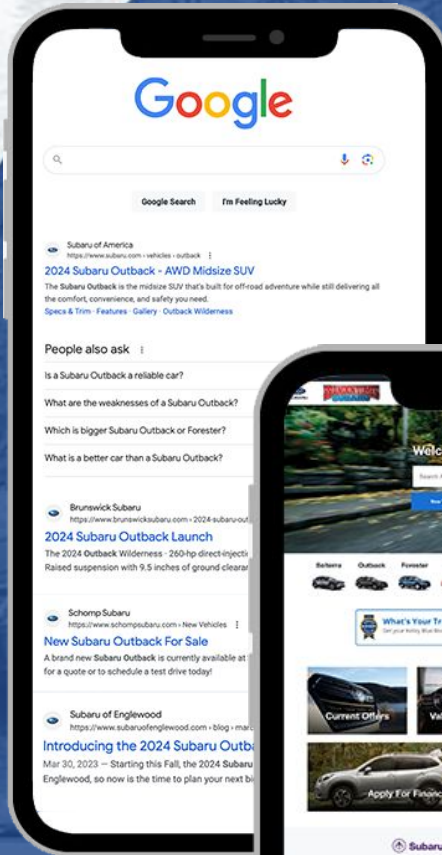
At Click Here Digital, we **NEVER** use cookie-cutter or pre-loaded content. We build **100% custom SEO plans** based on your needs and adapt them to **ANY platform** on the market.

We are **obsessed with low-funnel traffic optimizations** and focusing on what really matters, not just doing work to look busy.

- ✓ **EVERY PLATFORM**
- ✓ **ALWAYS CUSTOM**
- ✓ **ROI OBSESSED**

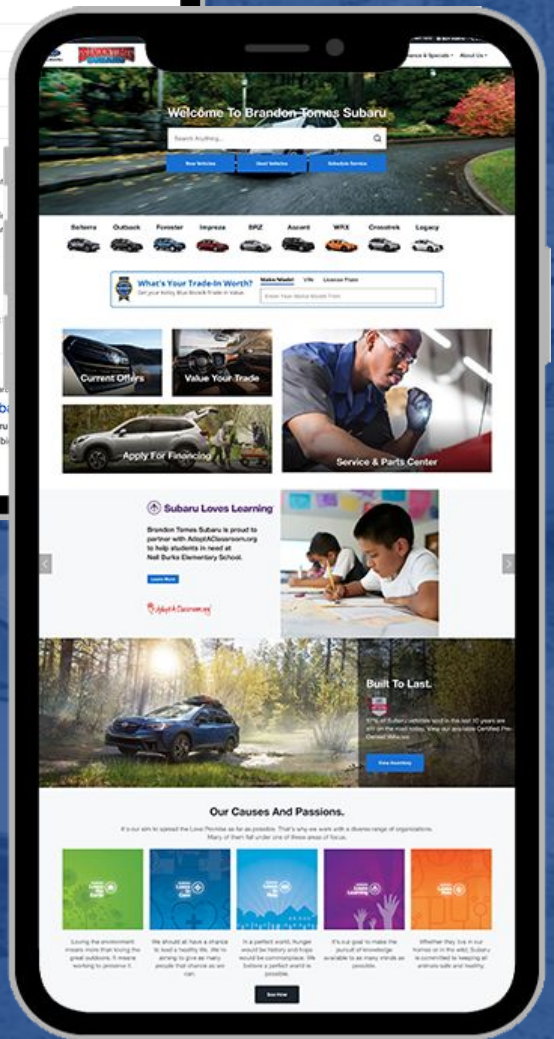
54% AVERAGE INCREASE IN FORM SUBMISSIONS

(Source: Click Here Digital internal Subaru Tier 3 Dealer portfolio data comparing starting 90-day period to current 90-day period, 2023)



OVER TWO DECADES OF AWARD-WINNING SEO EXPERIENCE!

DIGITAL Dealer²⁰ #1 SEO



PRICING
SEO LITE: \$1,300
SEO STANDARD: \$1,800
SEO CRO DELUXE: \$2,500

SEO PACKAGES

Website & On-Page Management	LITE \$1,300	STANDARD \$1,800	CRO DELUXE \$2,500
Landing Pages	✓	✓	✓
Model Research Pages	Up to 4	Up to 6	ALL Models
Metadata & Schema Markup	Top Pages	ALL Pages	ALL Pages
Custom Filtered Inventory Pages with Content		✓	✓
Website Speed Optimizations			✓
Sitemap Cleanup & Site Architecture Overhaul			✓
Merchandising Enhancements			✓
UX & UI Analysis & Recommendations			✓
Blogs			✓
Citations & Off-Page Management	LITE \$1,300	STANDARD \$1,800	CRO DELUXE \$2,500
Google Business Profile Optimization	Basic	✓	✓
Apple Business Connect		Basic	✓
Directory Listings Management (Bing, Yelp, etc)		Basic	✓
Reporting & Analysis	LITE \$1,300	STANDARD \$1,800	CRO DELUXE \$2,500
Website Analytics	✓	✓	✓
Google Search Console Monitoring	✓	✓	✓
100% Custom SEO Strategy		✓	✓
Competitor Monitoring		✓	✓
GBP Reviews Monitoring		✓	✓
Backlink Creation			✓
Mystery Shops			✓
Call Audits			✓

CONNECTED TV / OTT

Target your audience where they are already actively engaged. **Connected TV has already surpassed traditional TV**; get your video ads seen where the new streaming audience is!

PRICING

STARTING AT \$1,500 MEDIA SPEND + 20% MGMT FEE



Reach in-market audiences on digital TV, or Connected TV! Click Here Digital has partnerships with major networks and platforms to get you top of mind. 0:15, 0:30, and 0:60 second ad slots available.

Get website visitor matchback and utilize Amazon Garage data through Amazon CTV.

Let us know your CTV goals and we can select the platforms right for you.

PLATFORM	GEO-TARGET	DEMO-GRAPHIC TARGET	1ST PARTY DATA	3RD PARTY DATA	GEO-FENCE	LEAGUE TARGET (NFL, NHL, NBA)
AMAZON	✓	✓	✓	✓	✓	
YOUTUBE TV	✓	✓		✓		✓
ESPN	✓	✓		Limited		✓
HULU	✓	✓		✓		
ROKU	✓	✓				

98% OF ALL U.S. CONSUMERS SUBSCRIBE TO AT LEAST ONE STREAMING TV SERVICE

(Source: Convergence Research Group)

DIGITAL DISPLAY + DIGITAL VIDEO

Reach users throughout their research and use display and video campaigns that **drive action**.

Our programmatic capabilities extend beyond the typical interest targeting of youtube. **Get access to up to 90% of available web properties** through enterprise media buying.

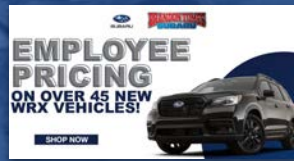
Click Here Digital can launch **dynamic inventory display ads**, which show your inventory to in-market shoppers in real-time.

Matchback reports? Yeah, we do that too!

80% OF PEOPLE SWITCH BETWEEN ONLINE SEARCH & VIDEO WHEN RESEARCHING PRODUCTS TO BUY

(Source: Google Search Data, 2023)

PRICING
VIDEO - STARTING AT \$1,000 + 20% MGMT FEE
DISPLAY - STARTING AT \$500 + 20% MGMT FEE



PRICING

**STARTING AT \$1,500 MEDIA
SPEND + 20% MGMT FEE**

STREAMING AUDIO

Tune into your audience with
Streaming Audio Advertising!

Connect with listeners while they are listening - on desktop, mobile, smartphone and connected cars and **unlock the power of a screen-free environment!**











Click Here Digital can launch your streaming audio ads on several platforms, including Pandora, Spotify, SoundCloud, iHeartRadio, and SiriusXM.

Need additional help coming up with a **catchy or memorable voiceover** to help drive action? We can help with that too!

**74% OF US ADULTS
LISTEN TO DIGITAL
AUDIO MONTHLY**

(Source: Insider Intelligence published data, 2023)

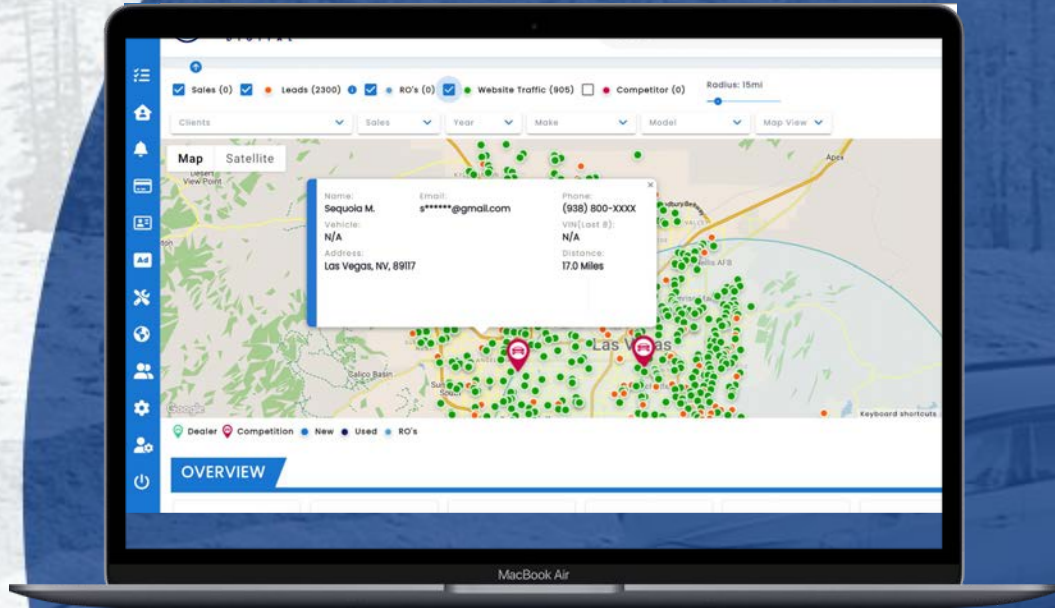
HIGH TECH + HIGH TOUCH.

See your **website traffic, leads, calls, and store visits** all in one place with our **real-time reporting portal**. We don't make guesses at what will work, we actually use your **first party customer data**, website visitor trends, and **competitor information** to make informed decisions on your campaigns.

In addition to our reporting, you get access to a **dedicated account manager** who will help ensure your goals are met. We don't phone it in, we are equally as invested in your goals as you are.

CLICK iQ

Powered by Click Here Digital



Impressions	Clicks	Conversions	Conv. Rate	Store Visits
19,168	3,241	720	22.20%	469
Previous Period	Previous Period	Previous Period	Previous Period	Previous Period
20,852	3,416	618	18.10%	503

CLICK iQ

Client Data



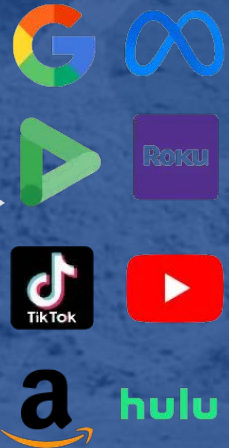
Inventory



Budget



Ad Platform



Marketing Intelligence / Client Reporting / Ad Management

CREATIVE SERVICES

Looking to get more out of your advertising and **connect with your audience on a deeper level**? Our creative can power your advertising and **get you better results.**

Whether you need **creative on-the-go** or would like a more **comprehensive monthly package**, we have you covered.

PRO

One Video, Four Website Banners, Performance Max, Social, & Display Creative

\$1500
monthly

PREFERRED

Four Website Banners, Performance Max, Social, & Display Creative

\$900
monthly

BASIC

Performance Max, Social, & Display Creative

\$500
monthly

← PACKAGES

A-LA-CARTE →

WEB BANNERS - \$400

Up to Four Website Banners

DISPLAY IMAGES - \$150

Price per Ad Set

WEB LANDING PAGE - \$200

Price per Page

VIDEO PRODUCTION - \$500+

Up to 5 Hours of Creation