

SEM PACKAGES, PRICING & ADD-ONS

Reach More of the Right Buyers with Precision-Targeted Digital Advertising

Get in front of more potential buyers than ever before with precision-targeted digital advertising campaigns from DealerOn. We maximize return on your spend by using market intelligence and meticulously hand-crafting campaigns. With our commitment to transparency and performance, our track-to-sale feature allows you to view every lead and track what you actually sold, letting you accurately and precisely gauge the ROI of your paid search efforts.

	BASE \$3,000 - \$5,999 Total Budget	CORE \$6,000 - \$9,999 Total Budget	ELITE \$10,000+ Total Budget
Dedicated Digital Advertising Strategist	✓	✓	✓
Monthly Strategy & Performance Review Call	✓	✓	✓
Advertising Call Tracking	✓	✓	✓
Monthly Performance Reporting	✓	✓	✓
Paid Search - New & Used	✓	✓	✓
Paid Search - Parts, Service, Body Shop	✓	✓	✓
GDN Display/Remarketing	✓	✓	✓
Advertising Assets - Standard (3 Sets/Mo)	✓	✓	✓
Paid Search - Dynamic	—	✓	✓
Paid Social - Dynamic	—	✓	✓
Google Vehicle Ads	—	✓	✓
Programatic/Contextual Display	—	✓	✓
Video Trafficing (YouTube Advertising)	—	—	✓
Video Trafficing (OTT Advertising)	—	—	✓
Streaming Audio	—	—	✓

Add-Ons	Monthly
Custom Design Assets	\$249
Dynamic Campaigns	\$99
Google Vehicle Ads	\$99
Programmatic/Contextual Display	\$149
Video Trafficing (OTT Youtube)	\$99
Streaming Audio	\$99

