



**DEALER
TEAMWORK**

We're built for that.

SUBARU OF
AMERICA

CERTIFIED
PAID SEARCH
PROGRAM



DEALERTEAMWORK.COM/PARTNERS/SUBARU
888.385.1284

WHY DEALER TEAMWORK



Dealer Teamwork built the first digital advertising AI solution that helps dealers do more of what they do best: sell cars, fill the service bays, and grow month-over-month and year-over-year.

Dealer Teamwork, powered by the patented MPOP® | **We're built for that.**

"It's not about spending more or less, it's about what you get for your money. Dealer Teamwork helps us capture the right audience to meet our business objectives."

- Charlie Sann, GM Kocourek Subaru -

↑ 2.5X
MORE TRUE LEADS*

↓ 4X
LOWER COST*

Compared to 2019 Cox Automotive & 2023 FirstPageSage published industry standards and benchmarks



| DIGITAL ADVERTISING PRODUCTS & SERVICES | SILVER \$1,199 | GOLD \$2,299 | PLATINUM \$3,499 |
|--|--|--|--|
| Vehicle Landing Pages (VLP) SEO (*VLP SEO value is eligible for SAF Funds if available) | Included at no addt charge *(\$600) VLP SEO value | Included at no addt charge *(\$1,100) VLP SEO value | Included at no addt charge *(\$1,750) VLP SEO value |
| Dealer Teamwork Patented MPOP® Technology | ✓ | ✓ | ✓ |
| New Vehicle & Branded/Regional Paid Search | ✓ | ✓ | ✓ |
| Dynamic New Car & Make/Model Offer Pages | 1 | 5 | 10 |
| Display Advertising | ✓ | ✓ | ✓ |
| Remarketing | ✓ | ✓ | ✓ |
| Performance Reporting/Analytics | ✓ | ✓ | ✓ |
| Digital Performance & Strategy Meeting | Monthly | Twice Monthly | Up to Weekly |
| CPO/Pre-Owned Paid Search | | ✓ | ✓ |
| Dynamic CPO/Pre-Owned Inventory Offer Pages | | 3 | 5 |
| Additional Landing Pages from DT Content Library | | 1 | 2 |
| Paid Social (Facebook/Instagram AIA) | | Pick 1: Social or Video | ✓ |
| Video Advertising (YouTube Standard) | | Pick 1: Social or Video | ✓ |
| Service/Fixed Ops Paid Search | | | ✓ |
| Dynamic Service/Fixed Ops Offer Pages | | | 3 |
| Advertising/Media Management Fees | \$0 for up to \$7,500 in ad spend | \$0 for up to \$15,000 in ad spend | \$0 for up to \$30,000 in ad spend |
| Setup & Installation Fee | \$499 | \$750 | \$750 |

| DIGITAL ADVERTISING OPTIONS/ADD-ONS | SILVER | GOLD | PLATINUM |
|---|------------------------|--------------------------|--------------------------|
| Additional Platform & Service Fees (% of Ad Spend Above Advertising/Media Management Fee Levels) | 20% | 16.5% | 12.5% |
| Add PMax with Google Vehicle Ads (GVA) | 20% (\$300 min fee) | 16.5% (\$300 min fee) | 12.5% (\$300 min fee) |
| Add CPO/Pre-Owned Ads & Pages to Silver (included with Gold & Platinum) | \$599 | included | included |
| Add Social or Video Advertising to Silver or Gold (included with Platinum) | \$599 | \$399 | included |
| Add Service Ads to Silver or Gold (included with Platinum) | \$699 | \$499 | included |

**OPTIONAL SEO SUITE
 ADVANCED ADD-ONS**

| SILVER \$1,499 | GOLD \$2,299 | PLATINUM \$3,499 |
|-------------------|-------------------------|---------------------|
|-------------------|-------------------------|---------------------|

Requires Dealer Teamwork MPOP® and Dig Ad Package

| | | | |
|---|--------------------|---------------------|---------------------------------|
| On-Page Website Content Optimization | up to 10 pages | up to 25 pages | up to 50 pages |
| Strategic Keyword Research & Analysis | up to 20 keywords | up to 50 keywords | up to 100 keywords |
| Competitor Research & Analysis | up to 1 competitor | up to 3 competitors | up to 5 competitors |
| Technical SEO Website Audit | up to 10 pages | up to 25 pages | up to 50 pages |
| Analytics & Tracking Website Audit | | ✓ | ✓ |
| SEO Performance & Strategy Review | | Quarterly | Monthly |
| Conversion Rate Optimization Analysis & Recommendations | | | ✓ |
| Additional Landing Pages from the DT Library | | | up to 2 pages |
| Off-Site Content Links | | | up to 2/month (max 10 total) |
| One-Time Setup & Installation Fee | \$499 | \$799 | \$999 |

**LOCAL SEO SUITE
 ADVANCED ADD-ON**

| SILVER \$499 | GOLD \$399 | PLATINUM \$0 |
|-----------------|-----------------------|-----------------|
|-----------------|-----------------------|-----------------|

Requires Dealer Teamwork MPOP® and Dig Ad Package

| | | | |
|---|---|---|----------|
| Google Business Profile (GBP) Optimization | ✓ | ✓ | Included |
| Business Listing/Local Directory Update Syndication | ✓ | ✓ | Included |
| New & Pre-Owned Sales Profile Posts (3X per week each month) | ✓ | ✓ | Included |
| Google Cars for Sale/Vehicle Listings | ✓ | ✓ | Included |
| Service GBP Optimization | ✓ | ✓ | Included |
| Service Profile Posts (3X per week each month) | ✓ | ✓ | Included |



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You are the Dealer.
We're the Team that does the work.
Together...We're Dealer Teamwork.
We look forward to working for YOU!



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