

## Base Package \$1,199/mo

- Dynamic Inventory Based Search Marketing (Google & Microsoft)
- Dynamic Inventory Based CPO Search Marketing (Google & Microsoft)
- Performance Max Ads
- Google Demand Gen
- Market Protection Search Marketing
- Geo/Local Campaigns
- Dynamic Inventory Based VDP Remarketing
- Full integration with GA4
- Advanced Executive Digital Marketing Dashboard
- Dedicated Certified Account Strategist

## Sport Package \$1,699/mo

- BASE PACKAGE +**
- + Dealer Brand Promotional Remarketing
  - + Behavioral/Programmatic Display Advertising
  - + Banner Set Creation (1 per month)
  - + YouTube\*
  - + Used Car Custom & Dynamic Search Marketing
  - + Dynamic Inventory Facebook VDP Remarketing

## Turbo Package \$2,099/mo

- BASE & SPORT PACKAGE +**
- + Promotion Campaign with dynamic lease & offer landing pages\*\*
  - + Performance Max w/ Vehicle Feeds
  - + Service & Parts Custom Search Marketing
  - + Finance Custom Search Marketing
  - + CARoi - DMS Attribution
  - + DMS Targeting/Forecasting with Heatmapping

## Video Advertising Package Options

POWERED BY AMAZON

- Prime Package
- Echo Package
- Fire Package

### MONTHLY IMPRESSION TOTAL

114,861 - 199,439  
199,440 - 406,952  
406,952+

### MONTHLY BUDGET

\$3,500 - \$5,000  
\$5,001 - \$9,000  
\$9,001+

### MANAGEMENT FEE

23% of spend  
18% of spend  
13% of spend

## Social

### PRICE

- \$279** VDP Remarketing
- \$674** Starter Package:  
Choice of 2: Sales, Fixed Ops, Finance or Video\*
- \$1,079** Advanced Package:  
Choice of 4: Sales, Fixed Ops, Finance or Video\*
- \$1,349** Social Media Package:  
Choice of Any: Sales, Fixed Ops, Finance or Video\*

## Video Advertising

POWERED BY AMAZON

### ENGLISH

- \$850** 30 - Second Commercial Creation
- \$550** 15 - Second Commercial Creation
- \$325** 6 - Second Commercial Creation

## A La Carte

### PRICE

- \$499** Google Posts (4 per month)
- \$350** Additional Banner Set Creation
- \$399** Performance Max w/ Vehicle Feeds